

550

SLENDERIZING FASHIONS

for
**Stout
Women
and
Misses**

FALL and WINTER
1938 • 1939


Lane Bryant

39th St. *at* Fifth Avenue
NEW YORK



1L800
BOUCLÉ
COATING
WITH
PIECED
PERSIAN LAMB
FUR

\$25⁰⁰



3P770
ACETATE
RAYON
PEBBLE CREPE
WITH
TRANSPARENT
VELVET

\$5⁹⁵

*For descriptions
see page 2*

BROOKLYN • BALTIMORE • CHICAGO • PHILADELPHIA • DETROIT • ST. LOUIS

TAILORED SUITS

Coats may be purchased separately



Pictured on Front Cover

Persian Lamb Trim

1 L 800—Persian Lamb is the fur star of the season! That is why we have selected this Persian-trimmed Coat to be featured on our Front Cover! An unusual value at \$25.00!

The soft, nubby Bouclé material (about 53% Wool) is one of the season's loveliest and newest fabrics. Collar, revers and front-closing are edged with black skilfully-pieced Genuine Persian Lamb Fur. For greater warmth, the stunning collar may also be worn closed (see small view).

An inverted fold in each sleeve from the shoulder to cuff. The coat looks equally well when worn without belt.

A warm, quilted all-wool interlining beneath a sturdy lining of beautiful all-wool satin. Inside pocket. Sizes and proportions for average, short or tall stout women.

COLORS: Black (pictured) or dark green, each with black fur trimming. SIZES: 38 to 58 bust meas. Lengths: 48 to 52 inches. Fine value at our price. **\$25.00** Postage 20¢.

Velvet Appliqués

3 P 770—To earn a place of honor on our Front Cover, a Dress must be outstanding in value, style, becomingness. This very attractive Dress excels in all these points!

We've made it of Acetate Rayon Crepe—pebble-finished material which looks, feels and WEARS like fine silk.

Luxurious matching color Transparent Velvet appliques on sleeves, around neck and at front. V-neck is accented by a sparkling ornament. The shirring at the shoulders and the tucking at center-waist create a flattering softness. Self-fabric covered buttons.

Smart tucking outlines the five narrow gores part way down the front of skirt, which is slightly flared. In sizes and proportions for average, short or tall stout women.

COLORS: Deep purple (as pictured), black, dark green or navy blue. SIZES: 38 to 58 bust including HALF-sizes. Lengths: 48 to 52 inches. Our very low price... **\$5.95** Postage 12¢ ex.



TWO-PIECE SUIT
2 L 220
\$16.95

COAT ONLY
2 L 221
\$13.95

**MATELASSÉ
CREPE
FUR TRIMMED**



COAT, JACKET and SKIRT
2 L 222
\$22.50

COAT ONLY
2 L 223
\$11.95

JACKET and SKIRT
2 L 224
\$11.95

THREE-PIECE TWEED SUIT

Tailored Three-piece Suit consisting of matching Coat, Skirt and Jacket. An exceptional value—a similar suit sold at \$25.00 last year. All three pieces are of superior quality, flecked Tweed—about 80% Wool, balance of rayon for softness. You may purchase either the Jacket-Suit or the Coat separately, but you'll save money by getting the Three-piece Suit!

Jacket has a notched collar, two patch pockets. Kick-pleat at front of skirt. Full-length swagger Coat has a notched Balmacaan collar, which may also be worn buttoned high. Two patch pockets. Both coat and jacket are lined with lustrous all-rayon; coat is warmly interlined.

COLORS: Navy blue (shown) or black, each with white flecks. SIZES: 37 to 59 bust. Coat length about 50 inches. Skirt length is about 34 inches. A wide hem.

2 L 222—Three-piece Suit: Coat, Jacket and Skirt. Our price... **\$22.50** Postage 26¢ extra.

2 L 223—The Coat only... **\$11.95** Postage 16¢ extra.

2 L 224—Jacket and Skirt. **\$11.95** Postage 16¢ extra.

COAT, JACKET and SKIRT
2 L 225
\$39.50

COAT ONLY
2 L 226
\$25.00

JACKET and SKIRT
2 L 227
\$16.95

and jacket are lined with long wearing, lustrous all-rayon satin; coat is warmly interlined. The skirt has a box-pleat at the front.

COLORS: Dark green (see large picture) or chocolate brown, each with Genuine Raccoon Fur collar; black with Black Genuine Skunk Fur Collar (see small view). SIZES: 37 to 59 bust. Coat length is about 50 inches. Skirt length is about 34 inches; a wide hem.

2 L 225—Three-Piece Suit, consisting of Coat, Jacket and Skirt. A fine value at... **\$39.50** Postage 30¢ ex.

2 L 226—The Coat only. Our low price... **\$25.00** Postage 20¢.

2 L 227—Jacket and Skirt. Our low price... **\$16.95** Postage 16¢.

THREE-PIECE SUIT ALL-WOOL SHETLAND WITH GENUINE RACCOON OR SKUNK FUR

This Three-piece Suit is an outstanding value at \$39.50! You may buy Coat or Jacket-Suit separately, but you'll save by getting the complete outfit! Of soft, warm All-Wool Shetland in subdued herringbone weave. Full-length swagger Coat has collar in genuine Raccoon Fur or Black-dyed genuine Skunk Fur (see color descriptions). Fitted Jacket has smart, new collarless neckline. Matching color leatherette belt. Coat



Last year a similar suit cost \$18.95. This Suit consisting of full-length Coat with fur trim and Skirt to match is only \$16.95. Of new Matchless Crepe—about 62% Wool. Collar and revers have fur edging of luxurious, Black, Seal-dyed Coney. Truly an exceptional value!

The collar looks equally smart when it is worn buttoned up high (see small view). Lining is made of long-wearing all-rayon twill; warm interlining. Inside pocket. Skirt is about 34 inches long; wide hem.

COLORS: Dark green (pictured) or black, each with black fur trimming. SIZES: 37 to 59 bust. Coat is about 50 inches long. Skirt is about 34 inches long; wide hem.

2 L 220—Two-piece Suit consisting of the Coat and Skirt. Price... **\$16.95** Postage 22¢ extra.

2 L 221—The Coat only... **\$13.95** Postage 18¢ extra.

For Blouse shown above, see page 22.

Fortunately for YOU our prices are DOWN

Lane Bryant

EXECUTIVE
OFFICES

NEW YORK



See
Page 21
8 L 902
\$2.98

This identical Sweater of All-Wool Jersey in the same, fine quality, our style No. 8 B 902, was priced \$3.98 in our last winter's style book. NOW it's priced \$2.98.

Dear Friends:

Here is welcome news for you! Our prices on practically everything in this new Style Book are definitely LOWER!

On this page you will see just a few interesting examples of how much more value your dollar will buy NOW than it did just one short year ago. Almost everything is lower—as you will see for yourself as you go through this Book.

Early this summer, when wholesale prices were at their lowest, we made large purchases of yard goods, leather, furs and other raw materials, and we placed large contracts for hosiery, underwear and other mill goods—when costs were at the very lowest they have been in several years.

All of these savings we have passed on to YOU—and even if your income has been reduced you will find that our new lowered prices are easily within your reach.

But our lowering of prices is only part of the marvelous news this Style Book brings. The fashions shown are the last word in smartness and in figure-flattery, each providing a perfect fit and making you LOOK actually slimmer.

My quality standards have NOT been lowered. Often they've actually been improved—for my mission is to provide dependable merchandise even when prices are at their lowest.

Yes, prices are down. And for many of us incomes are down, too. But there is not one whit of downward trend in our enthusiasm for the future—nor in our desire to continue to render an outstanding service to stout women everywhere.

I hope that you and every one of my many stout friends will enjoy a smarter, thriftier season. And I am happy and proud to have done my small part in helping you to do so.

Sincerely yours,

Lane Bryant



See
Page 30
3 L 332
\$2.98

Made of Acetate Pebble Crepe (all-rayon) in the same identical quality used in Dresses priced \$3.98 and \$4.95 in last winter's style book. Our new price NOW is \$2.98.



See
Page 15
1 L 992
\$6.95

Of Matelassé Crepe in an even better quality than was used in Coats that were \$9.85 and \$10.95 in last winter's style book. This better coat is now priced \$6.95.



See
Page 24
10 L 20
\$1.00

These identical Gloves, in the same excellent quality of Capeskin, style No. 10 B 20, were priced \$1.59 in our last winter's style book. Now they're an even Dollar.

OTHER Examples of our New Low Prices

Page	Style	Article	Last Year	NOW
76	11 L 261	Vest	49c	39c
63	18 L 204	Hose	59c	49c
76	11 L 266	Panties	98c	79c
17	12 L 601	Slip	89c	79c
24	10 L 09	Gloves	\$1.59	\$1.19
61	16 L 823	Galoshes	\$2.19	\$1.98
68	17 L 573	Corset	\$3.29	\$2.98
21	8 L 723	Sweater	\$4.95	\$3.98



See
Page 51
6 L 907
\$2.98

Made of the same genuine Beacon Cotton Blanket Cloth that was used in our Robe, style 6 B 909, priced \$3.98 in our last winter's style book. Our new price NOW is \$2.98.



See
Page 87
5 L 276
\$1.98

Of Rayon-and-Cotton Rough Crepe of the identical quality used in dress 5 B 846 which was \$2.98 in last winter's book. NOW priced \$1.98.

You, Too, will be pleased!

THOUSANDS OF UNSOLICITED LETTERS OF PRAISE ARE SENT TO US EVERY YEAR . . . WE QUOTE HERE FROM ONLY A FEW



"Buying for many years; always well pleased"

Letter from Mrs. Lloyd J. Gililand
Mesa Verde, Colorado

Have been buying from you for many years and have always been well pleased with my purchases. In the photo I send you I am wearing your dress, 3 F 545, purchased last Spring.

I have your catalog fairly worn out as I read it almost every day. I like your Rubber Adaptolette, which suits me better than those I have bought elsewhere at a much higher price.



"Lane Bryant dresses me from head to foot"

Letter from Mrs. Billie Riley
Hot Springs, Arkansas

Since becoming a Lane Bryant customer, I have had more compliments on my appearance and clothes than I ever had.

It's a real comfort to be able to order by mail from your Style Book. Stout women have stopped me on the street to ask me where I get my clothes; and I always say, with a great deal of pride, that Lane Bryant dresses me from head to foot.



"I have been ordering from you since 1910"

Letter from Mrs. Lena Bond Payne
Lebanon, Tennessee

Yes, you may print my letter and my photo. I cannot say too much in praise of your goods, and I am well acquainted with them as I have been ordering from you since 1910.

My mother has been wearing your shoes for several years. She formerly suffered with her feet, but not any more—for your shoes fit her, and they are solid comfort in every way.



"Where stout women can buy clothes that fit"

Letter from Mrs. Angelo Raffaele
2441 Lexington St., Chicago.

I want to tell you how much I appreciate Lane Bryant, the one place where stout women can buy clothes that fit. I have been buying my clothes from you for over 15 years.

Just received the dress I ordered, and have had several compliments on how nicely it fits me, and how well I look in it. I am always glad to say a "good word" for Lane Bryant.



"I enjoy wearing my Lane Bryant clothes"

Letter from Mrs. Allie Smith Berry
Elkhart, Indiana

My Wedding Dress, of transparent velvet, was purchased from your Style Book. I was a real Lane Bryant bride, for everything I wore on my wedding day came from your house.

Appearance and fit are most important to me as my work takes me before the public when I travel with my husband on his lecture tours. I enjoy wearing my Lane Bryant clothes.



"My dresses, hat and coat fit so perfectly"

Letter from Mrs. Gladys V. Placido
Malden, Massachusetts

I want to take this opportunity to thank you for sending all my orders so promptly. Everything I purchased—Dresses, Hat and Coat—fit so perfectly, and they look so well on me.

I think it is wonderful that I can send to New York and get clothes that fit me without any alteration. Please send your new catalog to my friends whose names I am enclosing.

**YOUR
MONEY
BACK
OUR
Guarantee**

If you like your Lane Bryant purchase, keep it; if you do not like it, simply return it—and we will exchange it or we will refund your money, as you may prefer.

This guarantee applies to every garment we sell.

Lane Bryant is a responsible house. If you do not know us, ask your local banker. Or you may write any of our bankers:

Chase National Bank, New York
Central Hanover Bank Trust Co., N. Y.
Corn Exchange Bank Trust Co., N. Y.
Manufacturers Trust Co., N. Y.
Continental Trust Co., New York
First National Bank, Chicago
First National Bank, Baltimore
National Bank, Detroit
Mercantile Commerce Bank, St. Louis
Philadelphia National Bank, Philadelphia

Yes
**YOUR CREDIT
IS GOOD**

If you need, just now, a more complete outfit of new clothes than you can conveniently pay for in advance—and if you have a regular income and can and do pay your bills promptly—you will be glad to know that you may now PAY for your clothes, month by month, AS YOU WEAR THEM.

Since there is an extra charge for Budget Payment Service, we recommend that you pay cash in advance if you can. . . . But the convenience of credit is worth the extra cost—and we're sure our Plan will be heartily welcomed by many thousands of our patrons.

For further information about our Budget Payment Plan, please see special order blank on page 81.

ALL of our prices
are definitely
LOWER . . .

**witness these
Lovely COATS**

THESE TWO Coats, and the ones that follow, are SMART examples of our LOWER prices.

Here are lovely, soft draping fabrics . . . luxurious furs . . . the kind of fine, precise tailoring you can always depend on from Lane Bryant . . . all the superior features that would make these Coats outstanding even if they cost much more . . . offered to you now at *definitely* lower prices!

By carefully watching market conditions, we were able to make purchases of high quality fabrics and furs at prices much lower than last year's. And we have passed the savings on to YOU.

But we've more news: fashion news of slenderizing swagger, fitted or box-coat silhouettes. And of smart collars, sleeves and details that will make you look *slimmer* than you are.

Your new Lane Bryant Coat will be stunningly styled . . . will fit you just as though it were made-to-your-own measure (see the editorial on page 28) . . . will flatter your figure . . . and will definitely **COST YOU LESS!**

New Tucked-and-Scalloped Revers

(A) 1 P 801—If you expected to spend about \$20.00 for just an ordinary untrimmed Coat here is news that will gladden you! Witness this beautiful *extraordinary* Coat—simple, yet distinguished, and with an expensive air about it, although its low price is only \$19.85!

We've made this stunning Coat of smooth, All-Wool Broadcloth in exactly the same superior quality which we used last year in a \$25.00 Coat. And you will be delighted with the way it will flatter your figure and with its perfect fit (see the editorial on page 28).

The double revers, which are attractively tucked and scalloped, add a dressy touch. You will like the roomy sleeves, which are slightly puffed at the shoulders and scalloped above the snug-fitting wrists. All-around self-belt (not pictured) is included. And there is a self-material inside scarf for additional warmth at the neck. Lining of weighted all-silk flat crepe; a warm interlining. Convenient inside pocket. In sizes and in proportions to fit average, short or tall stout women.

COLORS: Black or dark green. **SIZES:** 38 to 58 bust including HALF-sizes. Lengths: 48 to 52 inches. Our low price . . . **\$19.85** 16¢ ext. Postage

Box-Coat in Flattering Tuxedo-Style

(B) 1 L 965—Even at the second glance, you would think this Box-Coat is of fur . . . that is how closely its beautiful material resembles real Persian lamb!

Actually, it's of Persian Lamb Fur Fabric which has a pile of about 65% Wool with the balance of Rayon, and has a strong cotton backing. It looks and feels like fur, even to its many soft and lustrous, tight curls.

For all its loveliness and warmth, this Box-Coat is priced at only \$16.95—a value you will appreciate! You'll like its smart, casual length, which you'll see featured in high-priced genuine fur coats this season. Full-length Tuxedo front may be worn in shawl-collar fashion, as pictured in the small view. The becoming sleeves, which are slightly puffed at the shoulders, emphasize the slenderizing, straight-hanging lines. Two slit pockets. The rich lining is of long-wearing, lustrous all-rayon satin; a warm interlining.

COLOR: Black only. **SIZES:** 37 to 59 bust measure. Length is 40 inches. Fine . . . **\$16.95** 20¢ ext. Postage value at our very low price . . .

For the matching Fur-Fabric Hat pictured with the Coat described above, see 25 L 522 on page 27.



(A)
ALL-WOOL
BROADCLOTH
\$19.85

(B)
PERSIAN
LAMB
FUR
FABRIC
\$16.95

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
5

Flattering to Sizes 38 and 58 alike



ALL-WOOL
FLEECE
TUXEDO
STYLE

\$12⁹⁵



ALL-WOOL
MATELASSÉ
SUEDE
PIECED
SKUNK FUR

\$19⁸⁵



ALL-WOOL
MATELASSÉ
SUEDE
FUR-
TRIMMED

\$16⁹⁵

Box-Coat in Smart Tuxedo-Style

1 L 966—Stout women adore the straight-hanging silhouette of the Box-Coat! And rightly so—for as this smart style illustrates, its casual lines will flatter and lend height to the larger figure.

You'll like the material of this Box-Coat—a soft, winter-weight All-Wool Fleece. Notice the tailored, stitched collar and the full-length Tuxedo revers, which are also neatly stitched. The revers may be buttoned back in mild weather or may be worn closed for warmth (as pictured in the small view). There is attractive tucking-and-button trim on the sleeves, which are slightly puffed at the shoulders. Two convenient slit pockets. A lustrous, durable lining of all-rayon twill; warm interlining.

COLORS: Dark green; navy blue; black. SIZES: 37 to 59 bust measure. Length is about 50 inches. Fine value at our very low price.

Postage 16¢ extra. **\$12.95**

With Luxurious Fur Trim . . . Only \$19.85

1 L 967—A Coat of this material, with even an ordinary fur collar, would be a buy at \$19.85. But this truly amazing Coat has a big, glossy Fur collar of skilfully-pieced, Black-dyed Genuine Skunk. This Fur is one of the smartest of the season . . . being featured on higher-priced coats.

The material is soft, fine quality All-Wool Matelassé Suede. Sleeves have clever tucks at the shoulders to create a slightly puffed effect. Self-fabric scarf at the neck for warmth. Detachable, self-material belt. Lining of weighted all-silk flat crepe; warm interlining. Inside pocket.

Color: Black with black fur. Sizes: 37 to 59 bust. Length about 50 ins. **\$19.85** Postage 20¢ ext.

Rich Fur Collar May Be Worn TWO Ways

1 L 802—The smartest feature of this ultra-smart Coat is its collar of rich, luxurious, Black Seal-dyed Coney Fur. The attractive collar may be worn two ways: as pictured in large view with revers buttoned down, or unbuttoned for a rippled effect as shown in small view. Fine value at \$16.95!

Carefully tailored of soft, All-Wool Matelassé Suede in a fine quality that is remarkable in such a low-priced Coat. The lining is made of long-wearing all-rayon twill; warmly interlined. Convenient inside pocket.

COLOR: Black only with black fur. SIZES: 38 to 58 bust including HALF-sizes. Lengths: 48 Postage 20¢ ext. **\$16.95** Our very low price.

A Classic; **BLACK BROADCLOTH**



ALL-WOOL
BROADCLOTH

FUR-
TRIMMED

\$19⁸⁵

*Silk-
Lined*

Prices are Down . . . witness this Coat!

1 L 968—Last year, a Coat made of the same fine quality fabric and fur sold for \$25.00. This lovely style is only \$19.85—a thrilling value! It's tailored of fine quality All-Wool Broadcloth with a generous-sized collar made of fluffy, silver-tipped Black Wolf-dyed Dog Fur. This is a lovely, long-haired fur, frequently called Manchurian Wolf.

The button-trimmed sleeves have an interesting tucked treatment. The self-material, inside scarf gives additional warmth at the neck. Detachable belt. Lined with weighted all-silk flat crepe, and warmly interlined. Inside pocket.

COLOR: Black only with silver-tipped black Fur. SIZES: 37 to 59 bust. Length about 50 inches. Price Postage 20¢ extra. **\$19.85**



ALL-WOOL
BROADCLOTH

\$16⁹⁵

A Sophisticated Broadcloth Coat

1 P 803—Last year our most inexpensive coat of this quality was \$19.85. This Coat is priced only \$16.95, almost three dollars less. Of smooth All-Wool Broadcloth in unusually fine quality. Note its long, slightly-fitted graceful lines.

The self-material inner scarf gives additional warmth about your neck. The sleeves are slightly puffed at the shoulders and trimmed with tucking. Lining of serviceable, lustrous all-rayon twill; a warm interlining. Self-material belt is included; inside pocket. Provided in correct sizes and proportions to fit average, short or tall stout women.

Colors: Black; dark green. Sizes: 38 to 58 bust including HALF-sizes. Lengths: 48 to 52 inches. . . . Postage 16¢ extra. **\$16.95**



ALL-WOOL
BROADCLOTH
PIECED
HUDSON SEAL-
DYED
MUSKRAT

\$22⁵⁰

*Silk-
Lined*

All-Black is Always Flattering

1 L 969—Here is a Coat that's as outstanding in value as in smartness. Last year a style made of the same fine quality material and fur, sold for \$25.00! Our price for this Coat is only \$22.50.

The rich smooth blackness of its fabric—All-Wool Broadcloth—forms the perfect setting for the Fur collar made of lustrous, skilfully-pieced, Black Hudson Seal-dyed Muskrat. Note the generous size of the collar with its unusual, scalloped revers.

The interesting tucking-and-button detail adds a graceful touch to the sleeves. Self-fabric inside scarf will keep your neck warm. Lining of weighted all-silk flat crepe; warm interlining. Convenient inside pocket. A self-material belt is included.

COLOR: Black only with black Fur. SIZES: 37 to 59 bust. Length about 50 inches. Price Postage 20¢ extra. **\$22.50**

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
7

Super-Made Coats...

SUPER-MADE stands for the very best in quality, smart style and careful workmanship! Lane Bryant takes pride in offering these two pages of Super-Made Coats, our finest... which means the finest VALUES you can purchase anywhere!

Each will prove a wise investment that will repay you many times in good looks, in fine fit and in season-after-season wear!

BRAID EMBROIDERY



A
ALL-WOOL
BOUCLÉ
WITH
GENUINE
SKUNK FUR
\$45.00



B
IMPORTED
PERSIAN LAMB
FUR FABRIC
\$35.00



C
ALL-WOOL
BROADCLOTH
\$22.50



D
ALL-WOOL
BOUCLÉ
WITH
GENUINE
PERSIAN LAMB
FUR
\$55.00

Super-Made Smartness

A 1 L 970—The loveliness of this Coat is unusual, even for a Super-Made! It's one of the very finest coats we offer, and is a truly splendid value at \$45.00.

The fabric used is superior quality Nubby All-Wool Bouclé. And just look at that glorious collar made in notched, shawl style, of long-wearing, gleaming Black-dyed Genuine Skunk Fur. The self-material inside scarf affords additional warmth.

Self-material belt included. There's a warm, quilted all-wool interlining beneath the lining of weighted all-silk crepe-back satin. Convenient inside pocket.

COLORS: Black or dark green, each with black fur. SIZES: 37 to 59 bust measure. Length is about 50 inches. Postage 22¢. **\$45.00**

Unusual Collar

B 1 L 971—This lovely Super-Made Coat is a "buy" at only \$35.00! It's definitely different from ordinary fur fabric coats, for it is made of superior, imported Persian Lamb Fur Fabric, that more closely simulates genuine Persian Lamb than any fabric you've ever seen, even to its silky, little curls.

The material is very warm and long-wearing, having an all-wool pile and strong cotton backing.

Petal-shaped collar fastens with a stunning clasp; may also be worn open (see small view). The smart bell sleeves have an inside wind-shield at wrists for protection. Two slit pockets.

The lining is beautiful, rich, striped all-rayon satin—wears very well. A warm interlining.

COLOR: Black only. SIZES: 37 to 59 bust measure. Length about 50 inches. Postage 22¢. **\$35.00**

C 1 P 972—Above: If you want a fine Coat without fur, yet dressy, select this Super-Made Coat with lustrous, black soutache braid embroidery on its smartly scalloped collar and revers. The collar may be worn buttoned up (see small view).

Of soft, smooth All-Wool Broadcloth. Detachable belt. A warm, quilted all-wool interlining under lining of weighted all-silk flat crepe. An inside pocket. COLOR: Black only. SIZES: 37 to 59 bust. Length about 50 inches. Postage 16¢ extra. **\$22.50**

D 1 L 973—At right: Last year a Coat of this fine fabric and fur was \$65.00. This outstanding Super-Made is a full \$10.00 less! The large collar is fine, glossy Genuine Persian Lamb Fur. Notice its soft, silky, ebony-black tight curls.

The fabric is superior Nubby All-Wool Bouclé. There is a fine all-wool, quilted interlining under lining of weighted all-silk crepe-back satin. An inside pocket. The self-fabric scarf buttons at the neck. Self-material belt is included.

COLOR: Black only with genuine black fur. SIZES: 37 to 59 bust. Length about 50 inches. Our price. Postage 22¢ extra. **\$55.00**

FINEST FURS...FINEST FABRICS!

ONLY the finest fabrics are used in SUPER-MADE COATS... only the loveliest of selected fur pelts trim them... and only master workmanship is employed in their making! That is why Super-Mades are the first choice of stout women. For, being stout, they realize that they place a greater strain on their clothes... therefore they find it's a wise economy to buy the BEST!



F
NUBBY
BOUCLÉ
WITH
VELVET
TRIMMING
\$19⁸⁵



E
ALL-WOOL
BOUCLÉ
WITH
GENUINE
KIT FOX
FUR
\$35⁰⁰



G
\$17⁹⁵

Sterzelbach
TWISTED TWEED
BOUCLÉ

Famous for Wear

G 1 L 976—A classic sports Coat for the smart stout woman!

This Super-Made Coat is a fine value at \$17.95, for a coat of the same quality fabric sold for \$19.85 last year! We have tailored it of "Sterzelbach," a twisted Tweed Bouclé which is being featured in so many of the better coats in New York's finest stores. Wears wonderfully well.

Smart notched collar. Buttons and tucking trim roomy sleeves. Two slit pockets; a detachable belt. The lining is of lustrous all-rayon twill in exceptionally long-wearing quality; warmly interlined. COLORS: Gray or brown tweed mixtures. SIZES: 37 to 59 bust. Length about 50 inches. Price... **\$17.95** Postage 16¢.

E 1 L 975—This Super-Made Coat is so beautifully made that if it were trimmed with ordinary fur it would be a fine value. But it has a luxurious, deep fluffy collar of two-tone gray Genuine Kit Fox Fur—making it an amazing value at \$35.00. The warm, rich fabric is soft All-Wool Bouclé. Self-material scarf at the neck for extra warmth. A warm quilted all-wool interlining beneath the lining of rich, weighted all-silk crepe-back satin. Inside pocket.

COLOR: Black only with two-tone gray fur. SIZES: 37 to 59 bust measure. About 50 ins. long. Our unusually low price... **\$35.00** Postage 22¢ ex.

At Left: Narrow Velvet Piping Trims Collar

F 1 P 974—To stout women who desire a fine Coat without fur, yet one that has lovely details, we present this Super-Made! Of smart Nubby Bouclé (about 60% Wool), a very durable fabric. The trim is new: narrow black velvet pipes stitched-down collar and revers. Velvet ascot scarf is a brand-new fashion feature, and also adds extra warmth! Self-material belt is included. Lined with lustrous, sturdy all-rayon satin; a warm interlining. An inside pocket.

COLOR: Black only. SIZES: 37 to 59 bust. About 50 ins. long. Price **\$19.85** Postage 16¢ ex.



H
ALL-WOOL
BROADCLOTH
WITH
PIECED
PERSIAN
LAMB
FUR
\$39⁵⁰

H 1 L 977—Here is a Coat that is designed to flatter every age and every size! This stunning Super-Made is an adaptation of an import... note its smart front, with interesting, stitched folds of graduated width. The effect is one of slenderness and grace.

Nor is that all that's new about this Coat! See the large, rippled shawl collar of skilfully-pieced, Black Genuine Persian Lamb Fur. Notice, too, its smooth All-Wool Broadcloth material, that lends itself so well to soft tailoring.

Self-material scarf at neck for additional warmth. Lining is of weighted all-silk crepe-back satin; warm quilted all-wool interlining; inside pocket. Detachable belt.

COLOR: Black only with black fur. SIZES: 37 to 59 bust. Length about 50 inches... **\$39.50** Postage 22¢ ext.

LANE BRYANT Page
39th St. at Fifth Ave. 9
NEW YORK, N. Y.

GENUINE FUR

*Each Coat is of
Superior Quality and*
MADE-TO-YOUR-MEASURE

PRICES are down, and now you may have one of these Genuine Fur Coats *made to your measure* at an amazingly low cost! Our skins are so carefully selected for fine, pliable quality and our workmanship is so expert that your coat will not add bulk to your figure. And even though your Coat is made to measure, you may have your money back if you're not completely satisfied.

Here's a new feature of our made-to-measure service! You may order any of the Coats on this page in the length that's pictured and described for each. Or, if you wish, you may order any style in a longer length. Just add \$1.00 for each extra inch of length you want. Please state the length desired on Order Blank.



1L994
\$58.00

1 L 994—This Fur Coat is actually priced only \$58.00! Last year, a fur coat of the same fine quality would have cost at least \$10.00 more!

And even if you had hundreds of dollars to spend, you couldn't pick a more slenderizing style. Smart 38-inch Topper-length—popular and very new. However, if you wish, you may order the same style in a longer length. Merely add \$1.00 for each extra inch over 38 inches. For example: the same Coat in 39-inch length is \$59.00. The same Coat made in the 40-inch length is \$60.00, and so on.

This charming Box-Coat will actually be made-to-your-measure of luxurious, warm Fur that resembles real Seal—Black, Seal-dyed Coney. The collar may be worn buttoned up or open (see the small circular view). Sparkling ornament at collar. Contrasting hankie. Bell sleeves have inner wind-shield at the wrists. Very durable, lustrous all-rayon satin lining.

COLOR: Black only. Made to your measure in SIZES 37 to 59 bust measure. Our very low price for 38-inch length.....

Postage 28¢ extra. **\$58.00**

If desired longer than 38 inches, add \$1.00 for each additional inch. State the length desired on the Order Blank.

PAGE For the details of our
10 Budget Payment Plan
turn to pages 81 and 82



1L995
\$64.00

1 L 995—At Left: This Fur Coat would have cost at least \$10.00 more last year—a very practical investment for it will wear very well and retain its smartness.

This Coat will actually be made to your measure of luxurious Fur that resembles real Seal—Black Seal-dyed Coney. Very warm and long-wearing. The full sleeves are slightly puffed at the shoulders and have smart, fitted cuffs.

Made in 44-inch swagger-length. However, if you desire, you may order the same style in a longer length. Merely add \$1.00 for each extra inch over 44 inches. For example: the same Coat in 45-inch length is \$65.00... the same Coat in 46-inch length is \$66.00, and so on.

The rippling collar may be worn buttoned high, or open (see small circular view). Lining is of heavy quality, lustrous all-rayon satin. COLOR: Black only. Made to your measure in SIZES 37 to 59 bust. For 44-inch length

Postage 28¢ ext. **\$64.00**

If desired longer than 44 inches, add \$1.00 for each additional inch. State length desired on Order Blank.



1L996
\$68.00

1 L 996—A very special value at our low price of \$68.00, for last year a Fur Coat of this very same fine quality would have sold for at least \$10.00 more. Just think of the amount of this saving!

We'll actually make this Coat to your measure of luxurious Fur that resembles real Seal—Black Seal-dyed Coney. Made in 48-inch length but if you wish, you may order the same style in a longer length. Merely add \$1.00 for each extra inch over 48 inches... for example: the same Coat in 49-inch length is \$69.00... same Coat in 50-inch length, \$70.00, and so on.

When icy winds blow, button up the smart collar (see small view). Lining of durable, heavy lustrous all-rayon satin; inside pocket.

COLOR: Black only. Made to your measure in SIZES 37 to 59 bust. For 48-inch length

Postage 28¢ ext. **\$68.00**

If desired longer than 48 inches add \$1.00 for each additional inch. State length desired on Order Blank.

Luxurious Furs

Find New ways to trim these Coats



ALL-WOOL
BROADCLOTH
GENUINE
SQUIRREL
FUR

1L978
\$35.00

1 L 978—You may be sure that you'll always look your best when wearing this fine Coat! Of smooth All-Wool Broadcloth in a superior quality.

Beautiful, large-sized collar is of Genuine Natural Gray Squirrel Fur. The sleeves are slightly puffed at the top. Attached self-material scarf gives you additional warmth at the neck. A warm, quilted all-wool interlining under lining of weighted all-silk crepe-back satin. Belt of self-fabric included; inside pocket.

COLOR: Black only with genuine natural gray Squirrel fur. SIZES: 37 to 59 bust measure. Length about 50 inches. Price... \$35.00 Postage 22¢ extra.



FUR-
TRIMMED
NUBBY
BOUCLÉ

1L979
\$29.85

1 L 979—DEPEND on Lane Bryant to bring you high fashion at a low price! This Coat is cut on modified princess lines that are very new: note the smart tucking at the front, which continues downward opening into folds at bottom.

The rich, luxurious collar and the trimming at the slit pockets are of skilfully-pieced Black genuine Persian Lamb Fur. Fabric is Nubby Bouclé, of about half Wool. Self-material scarf attached at the neck for additional warmth. Lined with weighted all-silk flat crepe, and warmly interlined.

COLORS: Black or dark green, each with black fur. SIZES: 37 to 59 bust. Length about 50 inches. \$29.85 Postage 22¢ extra.



FUR-
TRIMMED
ALL-WOOL
MATELASSÉ
SUEDE

1L980
\$19.85

At Right: Tuxedo-Effect Panels of Rich, Long-Haired Furl
1 L 980—Here is a very striking example of how much beauty and smartness Lane Bryant can offer in a Coat at a very low price! This Coat is made of soft All-Wool Matalassé Suede and has two slenderizing, Tuxedo-like panels at the front of Ixex—a Skunk-dyed Goat Fur. The attractive stitched collar may also be worn closed (see the small view). Detachable belt. Lined with lustrous, durable all-rayon satin; warmly interlined. An inside pocket.

COLORS: Black with black fur; chocolate brown with brown fur. SIZES: 37 to 59 bust. About 50 inches long. \$19.85 Postage 20¢ ext.



ALL-WOOL
FLEECE
BEAVER-
DYED
CONEY FUR

1L981
\$25.00

Above: With Large Fur Collar

1 L 981—We're proud of this Coat's superb fit, smart style and low price! Made of All-Wool Fleece with a smart, large collar of Beaver-dyed genuine Coney Fur. This is the quality of fur generally called French Beaver that closely simulates genuine Beaver fur. Self-material scarf. Detachable belt. Serviceable lining of all-rayon satin; warm interlining. An inside pocket. COLORS: Camel's hair tan, dark green or chocolate brown, each with brown fur. SIZES: 37 to 59 bust. Postage measure. About 50 inches long. Price... \$25.00 20¢ ext.

For information
concerning our
Budget Payment Plan
turn to page 81.

LANE BRYANT PAGE
39th St. at Fifth Ave. 11
NEW YORK, N. Y.

Designed to
Slenderize
Tailored
to Fit You



PERSIAN
LAMB
FUR
FABRIC

1 L 982
\$16.95

1 L 982—A coat of this same quality sold at \$19.85 last year—this one is but \$16.95! Of warm, Persian Lamb Fur Fabric that has a pile of about 54% Wool (the balance Rayon), and has a strong cotton backing. It looks just like genuine Persian Lamb Fur, even to its many soft, silky curls.

Collar may be worn buttoned up (see small view). Sleeves are slightly puffed at the shoulder. Lining is of all-rayon twill in an exceptionally durable quality; a warm interlining. Color: Black. Sizes: 37 to 59 bust. Length about 50 ins.

Postage 22¢ extra. **\$16.95**

For description of Hat shown above see 25 L 522 on page 27.

PAGE 12 For the details of our Budget Payment Plan turn to pages 81 and 82



DYED
GENUINE
FOX FUR
HERRINGBONE
FLEECE
1 L 983
\$19.85



FUR-
TRIMMED
BOUCLÉ
1 L 984

\$25.00

Luxuriously Warm

1 L 984—The deep, full Fur collar of this smart Coat is of skilfully-pieced genuine Mink Tails. These Tails have been opened flat, beautifully matched and sewn together. Remarkable value at \$25.00... last year a coat of the same quality fabric and fur sold for \$29.85!

Its Nubby Bouclé fabric (about 53% Wool) is one of the season's loveliest new materials. The belt is detachable. Lining of weighted all-silk flat crepe; warm interlining. Roomy inside pocket.

COLORS: Chocolate brown or black, each with brown fur. SIZES: 37 to 59 bust measure. Length about 50 inches. Our very low price...

Postage 20¢ extra. **\$25.00**



HUDSON
SEAL
PLUSH
1 L 985

\$29.85

Fine Value!

1 L 985—Value news! Last year a Coat made of the same fine quality material sold for \$35.00! Now we offer you this beauty for only \$29.85. This Coat looks and feels like Hudson Seal, although actually it is made of Plush—a sturdy cotton-backed, deep, silk-piled fabric that has a smooth, luxurious sheen. You will find it marvelously warm, too.

The lovely rippling collar is equally becoming when worn buttoned up high (as in the small view). The Coat is lined with rich all-rayon satin and is warmly interlined. Convenient inside pocket.

COLOR: Black. SIZES: 37 to 59 bust. Length about 50 inches..

Postage 20¢ extra. **\$29.85**



At Left: Herringbone Fleece Coat

1 L 983—Here is a dashing Swagger Coat with a very British look about it! The material is warm, serviceable Fleece—about 80% Wool with the balance of rayon for softness. Woven in a smart, slenderizing herringbone tweed pattern that you would ordinarily associate with much higher-priced coat fabrics. And it has a generous collar of dyed Genuine Fox Fur, that's equally flattering when worn high (see the small view). You'll like the full-cut swagger back. Two slash pockets. All-rayon twill lining in long-wearing quality; warm interlining.

COLORS: Oxford gray tweed mixture with silvery gray-and-black fur, or dark brown tweed mixture with two-tone brown fur. SIZES: 37 to 59 bust measure. Length about 50 inches. Our low price... **\$19.85**

Postage 20¢ extra.

Worth much MORE!

Our Price \$ **15.00** EACH Only



PLAID BACK

A
MEN'S WEAR
OXFORD
\$15.00

B
NUBBY
BOUCLÉ
\$15.00

(A) 1 L 986—We save you almost \$5.00 on this Coat! Last year, a coat of Plaid-backed Oxford sold for \$19.85! The materials are not exactly the same, but if there is a difference in value, this year's coat is actually better.

Combines the durability and warmth of a man's overcoat with soft tailored lines that flatter your figure! It's of heavy, plaid-backed Men's Wear Oxford (about 72% Wool). Raglan shoulders. The notched collar may be buttoned up (small view). Yoke lining of all-rayon twill in a fine and durable quality. Two slit pockets. A detachable belt. COLORS: Dark oxford gray; heather brown. SIZES: 37 to 59 bust measure. About 50 inches long. **\$15.00** Postage 16¢ extra.

(B) 1 P 804—Imagine being able to buy such a stunning Coat at only \$15.00! It's of Nubby Bouclé (about 53% Wool) in a very fine quality.

There is tucking at the shoulders. The roomy comfortable sleeves are slightly puffed at top. Flattering wide revers. The self-material scarf gives additional warmth. Lustrous durable lining of all-rayon twill; warm interlining. Inside pocket. A self-material belt is included. Coat comes in sizes and proportions for average, short or tall stout women.

COLOR: Black only. SIZES: 38 to 58 bust, including HALF-sizes. Lengths: 48 to 52 inches. Fine value at our low price. **\$15.00** Postage 14¢ extra.

At Right: Fur-Trimmed Swagger Coat in Tuxedo-Style

(C) 1 L 987—Luxurious, and yet as low-priced and as practical a Coat as any stout woman could want! The fabric is All-Wool Matelassé Suede—a fine, warm quality that is amazing in a coat at only \$15.00. The fluffy collar is of lustrous, Wolf-dyed Dog Fur. This is a lovely, long-haired fur frequently called Manchurian Wolf. Notice that the sleeves are slightly puffed at the shoulders. The becoming Tuxedo revers may also be worn closed (see the small view). Two slash pockets. Lustrous, all-rayon lining; a warm interlining.

Colors: Black with black fur, or chocolate brown with chocolate brown fur. Sizes: 37 to 59 bust. Length about 50 ins. **\$15.00** Postage 20¢ ext.



(C)
FUR-
TRIMMED
ALL-WOOL
MATELASSE
SUEDE

\$15.00

(D)
ALL-WOOL
POLO
COAT
\$15.00

(D) 1 L 988—Attention, stout women! Last year a Polo Coat of the same fine quality fabric sold for \$16.95! This appealing style is only \$15.00. Slenderizing and smart; of All-Wool fabric that is serviceable, soft and warm.

Notched collar is smart open or buttoned up high (see small view). Seaming on collar, raglan shoulders and sleeves with turned-back cuffs. Detachable belt. All-rayon twill lining in a fine, durable quality; warm interlining.

COLORS: Camel's hair tan; black; chocolate brown; dark green. SIZES: 37 to 59 bust. About 50 inches long. Our price. **\$15.00** Postage 16¢ extra.

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
13

Suits Tailored to make you Look SLIMMER



MATELASSE
CREPE
TWO-PIECE
SUIT

\$10.95

COAT
ONLY
\$8.95

ALL-WOOL
BROADCLOTH
TWO-PIECE
SUIT

\$22.50

COAT
ONLY
\$18.95

MEN'S
WEAR
ALL-WOOL
WORSTED
HERRINGBONE
TWEED
TWO-PIECE
SUIT

\$14.95

\$16.95

2 P 228—Grand news—only \$10.95 for this lovely Two-piece Suit consisting of a Box-Coat and a Skirt to match. The Coat may be purchased separately for \$8.95. Both coat and skirt are of long-wearing, soft Crepe (about 60% Wool) in attractive matelassé weave.

The Skirt has a tailored kick-pleat at the center-front; well-cut to fit smoothly over the hips without being too snug. Smart Box-Coat is in popular topper-length. The collar, front and two pockets are trimmed with stitching. The coat has a long-wearing lustrous all-rayon lining; warm interlining.

COLORS: Black, chocolate brown or dark green. SIZES: 37 to 59 bust. Coat length about 40 inches. Skirt length about 34 inches; a wide hem. Our price for Two-piece Suit. . . **\$10.95**

Postage 18¢ extra. **\$10.95**
2 P 229—Coat only. State the size and color desired. Our price. . . **\$8.95**
Postage 14¢ extra. **\$8.95**

2 P 230—Here is a stunning Two-piece Suit for the stout woman who desires a simple but distinguished style that will really flatter her figure. This becoming suit consists of a full-length Coat and a matching Skirt, both made of All-Wool Broadcloth in a smooth, superior quality. You may, if you wish, purchase Coat separately for \$18.95.

The Coat is very slenderizing and has fine stitching on the smart revers and on the sleeves, which are slightly puffed at the top. Coat has a lining of all-rayon twill in fine, long-wearing quality; warm interlining. Convenient inside pocket. All-around self-belt (not shown) is included. The attractive sectional skirt is flared at front.

COLOR: Black only. SIZES: 37 to 59 bust. Coat is about 50 inches long. Skirt about 34 inches long. Our price for Two-piece Suit. . . **\$22.50**

Postage 18¢ extra. **\$22.50**
2 P 231—The Coat only. State the size desired. Our price. . . **\$18.95**
Postage 16¢ extra. **\$18.95**

For description of Blouses pictured with these Suits, see page 22.



2 L 232—If you love tweeds, get this Two-piece Suit consisting of a Tuxedo-front Box-Coat and a Skirt. Of Herringbone Tweed, about 65% Wool, the balance of rayon for softness. Straight-hanging Coat has a stitched collar which is buttoned back at either side. The collar may also be worn closed (see small view). Two slash pockets. Well-fitting Skirt has kick-pleat at front. Coat has lustrous, durable all-rayon lining; warm interlining.

COLORS: Dark gray tweed or dark brown tweed. SIZES: 37 to 59 bust measure. Coat is about 50 inches long. Skirt is about 34 inches long; wide hem. Price for Two-piece Suit. . . **\$14.95**
Postage 18¢ extra. **\$14.95**

2 L 233—You'll wear this Man-Tailored Two-piece Suit now and for seasons to come! It's made of superior quality, Men's Wear All-Wool Worsted in a faint, herringbone weave that has a subdued hairline stripe. Two smart flap pockets; a breast pocket. The Jacket, which has a long-wearing, all-rayon twill lining, is tailored to fit you to perfection. And note detachable "doll shoes" lapel-ornament. Attractive two-button closing. There is a trim box-pleat at front of skirt.

COLORS: Dark bankers' gray; navy blue. SIZES: 37 to 53 bust. Skirt is about 34 inches long; wide hem. Our price, Two-piece Suit. . . **\$16.95**
Postage 16¢ extra. **\$16.95**

All of these Coats
at LESS than \$10⁰⁰

Choice of
FIVE
Styles

Including
ONE AT
\$5⁹⁵



FUR
TRIMMED
MATELASSÉ
CREPE
1L989
\$8⁹⁵



DOWNY
FLEECE
1L991
\$5⁹⁵



MATELASSÉ
CREPE
1L992
\$6⁹⁵



FLECKED
TWEED
1L990
\$7⁹⁵



MONOTONE
SHETLAND
TWEED
"REEFER
STYLE"
1L806
\$9⁸⁵

Pictured Above

1 L 991—One of the most astounding values in this Book! Which is high praise for this casual Box-Coat, but it more than merits it!

For it's of a winter-weight cotton-backed material with a facing of downy Fleece. Facing is of wool-and-rayon (more than half is wool).

Made in the smart Topper length that is so popular with stout women. A novel, rounded notched collar. The flattering straight-hanging lines of this lovely coat are emphasized by the handsome sleeves. And notice the new square shoulder effect that is achieved by a slight puff at the top of the sleeves. Convenient slash pockets. Durable all-rayon lining.

COLORS: Camel-tan; also oxford gray, navy blue or dark green, each in heather effect. SIZES: 37 to 59 bust measure. Length is about 38 inches. Price... \$5.95
Postage 14¢ ex.

DO YOU KNOW? ... you may pay as you wear if you wish to, merely by using our convenient Budget Payment Plan. It's a dignified yet easy way to have those new clothes which you need but cannot afford right now. Details on page 81.

1 L 989—Above: YES, it is true! For only \$8.95, you can own this fur-trimmed Coat! Tailored of a lovely fabric; Monotone Crepe (about 60% Wool) in a matelassé weave that is very slenderizing and becoming to the stout figure.

Collar, which is equally smart when worn closed (see small view), is of Black-dyed Pieced Caracul Lamb Fur. A detachable belt. Lining is of lustrous all-rayon; a warm interlining; inside pocket.

COLOR: Black only with black fur. SIZES: 37 to 59 bust. Length is about 50 inches. Our very low price... \$8.95
Postage 18¢ ex.

1 L 990—At Right: If you've wanted a really slenderizing Box-Coat that's as smart as it is low-priced, then here is the style for you! Its simple, straight-hanging lines flatter your figure. Made of superior quality Flecked Tweed—about 80% Wool, with the balance of rayon to lend softness.

The scalloped revers-collar may be buttoned high in cold weather. Two slash pockets. The coat is lined with lustrous all-rayon; warmly interlined.

COLORS: Navy or black, each with white fleck. SIZES: 37 to 59 bust. About 50 inches long. Our price... \$7.95
Postage 14¢ ex.

Above

1 L 992—This Coat is of a material even better than the quality used last Fall in coats selling for \$9.85 and \$10.95. Yet this style is only \$6.95!

The material we've used is Monotone Crepe (about 60% of Wool) in a slenderizing, matelassé weave. Becoming stitched collar may be worn buttoned up (see small view). Sturdy all-rayon lining; warm interlining. Inside pocket.

COLORS: Black or chocolate brown. SIZES: 37 to 59 bust. Length is about 50 inches. Our very low price... \$6.95
Postage 14¢ ex.

1 L 806—At Left: This Reefer Coat has slightly-fitted lines that are very slenderizing.

Of Monotone Shetland Tweed, about 85% Wool, the balance of silvery rayon to give it a slightly frosted effect. Trim notched collar. Lustrous all-rayon lining; warm interlining. In proportions for average, short or tall stout women.

COLORS: Black, navy or dark green, each in slightly frosted effect. SIZES: 38 to 58 bust including Half-sizes. Lengths: 48 to 52 inches... \$9.85
Postage 14¢ ex.

When Winter comes...you'll revel in these VALUES!

JACKETS
and PANTS
Sold
Separately



WITH
TALON
SLIDE
FASTENERS

TWO-PIECE
Snow Suits

ALL-
WOOL
FLEECE

ALL-
WOOL
MELTON

TWO-PIECE
SUIT \$10.95
JACKET
ONLY \$6.95
PANTS
ONLY \$4.95

Marvelous value—last year a Two-piece snow suit of this fine quality would have cost you considerably more! Consists of Jacket and Snow Pants made of warm, All-Wool Fleece. You may buy each separately, or save by getting Suit.

Cosack-style Jacket has adjustable straps at waistband. Two pockets. There's a non-rust Talon Slide fastener at front of the Jacket and at side opening of Pants. The Jacket is lined with cotton suède. The unlined Pants have a wide band of elastic at back of the waist for snug fit (see small view). Knitted ankle cuffs; two pockets. COLORS: Navy; chocolate brown; wine.

2 L 237—Jacket & Pants. \$10.95 Post. 18¢
SIZES: 37 to 51 bust...

2 L 238—The Jacket only. \$6.95 Postage 12¢ ext.
SIZES: 37 to 51 bust...

2 L 239—Snow Pants only. \$4.95 Postage 10¢ ext.
SIZES: 32 to 46 waist...

TWO-PIECE
SUIT \$9.85
JACKET
ONLY \$6.95
PANTS
ONLY \$3.98

Exceptional value! Last year, a Two-piece Snow Suit of the same quality material was \$10.95... now we offer it to you for \$9.85. Of sturdy All-Wool Melton. The Jacket and Snow Pants may be purchased separately, but you'll save by getting the Two-piece Suit.

The Jacket is warmly lined with cotton suède. You'll find the notched collar equally becoming when buttoned high at the neck. Buttoned-down flaps on the patch pockets; button-trimmed tabs on the sleeves. Unlined Snow Pants button at each side; have a wide band of elastic at back of the waist for snug fit. Two pockets. Knitted cuffs at the ankle make leg length adjustable. COLORS: Navy blue, chocolate brown or bottle green.

2 L 234—Jacket & Pants. \$9.85 Postage 18¢ ext.
SIZES: 37 to 59 bust...

2 L 235—The Jacket only. \$6.95 Postage 12¢ ext.
SIZES: 37 to 59 bust...

2 L 236—Snow Pants only. \$3.98 Postage 10¢ ext.
SIZES: 32 to 54 waist...



ALL-WOOL PLAID \$7.95

2 L 240—In rain or shine... snow or sleet... this extra-warm Jacket of fleecy, extra-heavy-weight All-Wool Plaid (32 ounces to the yard) will be your good companion! You'll find it ideal to wear with snow pants, a skirt or over dress. Notched collar may be buttoned up high. Button-trimmed patch pockets and sleeve tabs. Unlined and very nicely finished on the inside. All-around belt.

COLORS: Dark gray, dark green or dark brown, each in a subdued plaid design. SIZES: 37 to 59 bust measure. Our very low price... \$7.95
Postage 16¢ extra.



\$3.98

PERSIAN LAMB FUR FABRIC

Unusually Smart and Useful

8 L 192—New, different, and smart! This stunning unlined Jacket is made of warm Persian Lamb Fur Fabric.

The soft, silky little curls are of All-Wool and there's a knitted cotton backing which will insure long wear. You will find this jacket very useful to wear with your skirts and blouses.

Knitted ribbed neckband, waistband and cuffs. The two patch pockets have a knitted band at the top. The Jacket buttons all the way down the front.

COLORS: Black or chocolate brown. SIZES: 37 to 51 bust... \$3.98
Postage 8¢ extra.



FUR-
TRIMMED
MATELASSÉ
CREPE

\$12.95

Only \$12.95 for This Coat
With Long-Haired Fur Collar

1 L 993—"Thrilling" is an apt one-word description of this value! Last year, a coat made of the same quality fabric and fur sold for \$14.95. This year, we offer you this attractive coat at the low price of \$12.95... another example of the amazing values at Lane Bryant.

Of soft, long-wearing Crepe (about 60% is Wool) in Matelassé weave. The collar is of Black Wolf-dyed Dog Fur. This is a very lovely, long-haired fur frequently called Manchurian Wolf.

The self-fabric scarf at the neck provides additional warmth. There's a lustrous, durable all-rayon lining and a warm interlining. Roomy, inside pocket. A self-material belt is included.

COLOR: Black only with black fur. SIZES: 37 to 59 bust. Length about 50 inches. Our low price... \$12.95
Postage 18¢ extra.

For Smart Hat pictured with
above Coat see page 25.

PAGE 16 We GUARANTEE to
please YOU—or we'll
send your money back

Warm EXTRA-SIZE KNITTED SLIPS

Each in
TWO
Qualities



LIGHT
WEIGHT
COTTON
12 L 601
79¢
HEAVY
WEIGHT
COTTON
12 L 602
\$1.49

23%
WOOL
12 L 604
\$1.79
RAYON
PLATED
ON
ALL-WOOL
12 L 506
\$2.98

This warm Princess Slip is of good quality Knitted Cotton in a choice of two weights, each **REDUCED** in price. "Sta-up" top won't slip off the shoulders. Shell-stitched; a high-cut back. Drawstring-neck. SIZES: 38 to 52 bust. Length about 48 inches.

12 L 601—Made of light-weight Cotton. COLORS: Medium gray, cream-white or tan, each with contrasting color stripe. Postage 6¢ extra. **79¢**

12 L 602—Made of heavy-weight Cotton; very warm. COLORS: Oxford gray or tea-rose or tan, each with contrasting stripes; also cream-white. Postage 6¢ extra. **\$1.49**

This heavy-weight, non-sagging Princess Slip is knit in elastic-rib stitch. "Sta-Up" top won't slip off shoulders. High-cut back for warmth. Shell-stitched at bottom. Drawstring-neck. SIZES: 38 to 52 bust. Length is about 48 inches.

12 L 604—About 23% Wool; balance of good quality Cotton. Colors: Tan, medium gray, Copen blue or tea-rose, each with contrasting color stripes. Price. **\$1.79**

12 L 506—Of Rayon plated on the finest All-Wool. Colors: Oxford gray, tan or tea-rose, each with contrasting color stripes; also in cream-white. Price. **\$2.98**

WARM KNITTED PETTICOATS

At the Left: Knitted Petticoats with contrasting color stripes. Your choice of two qualities. They are very easy to wash; need not be ironed. Drawstring at waist; the skirt is moderately full. COLORS: Medium gray; tan; tea-rose.

About 10% Wool; balance Cotton

12 L 249—With 50-in. hip. Length about 33 inches. **\$1.00**

12 L 250—With 56-in. hip. Length about 34 inches. Postage 5¢ ext.

12 L 251—With 66-in. hip. Length about 36 inches. Postage 5¢ ext.

Rayon Plated on Warm All-Wool

12 L 716—With 50-in. hip. Length about 33 inches. **\$1.98**

12 L 717—With 56-in. hip. Length about 34 inches. Postage 5¢ ext.

12 L 718—With 66-in. hip. Length about 36 inches. Postage 5¢ ext.

Adjustable-Length Petticoats

At the Right: This smooth-fitting Petticoat, which comes in your choice of three materials, is easy to adjust to your individual height. All you need do is cut with your scissors along one of the three rows of hemstitching at the bottom, leaving a neat pleated edge. There's an elastic at the back of waist.

COLORS: Tea-rose, white, black or navy blue. SIZES: 44 to 66 inches hip measure. Length is about 33 inches (can be cut to 31, 29 or 27 inches long).

12 L 55—Of lustrous Saten. Our low price. **69¢** Postage 4¢ ext.

12 L 56—Of Rayon Taffeta. Price. **\$1.00** Postage 4¢ ext.

12 L 57—Superior All-Silk Satin. **\$1.98** Postage 4¢ ext.



10%
WOOL
\$1.00
RAYON PLATED
ON ALL-WOOL
\$1.98

Full-Cut EXTRA-SIZES Smooth-Fitting Never Bulky



RAYON
TAFFETA
12 L 865
\$1.00
ALL-RAYON
SATIN
12 L 965
\$1.98
ALL-SILK
SATIN
12 L 966
\$2.98

At the Right

Here is a tailored Slip that is a great favorite with all stout women, for it is roomy, comfortable and unusually long-wearing.

Flat folds at the sides give hip freedom. 16-inch, shadow-proof hem; built-up top with a drawstring. Choice of three materials. SIZES: 36 to 58 bust meas. Length is about 48 inches.

12 L 850—Of Nainsook. In white or tea-rose. Our price. Post. 6¢ ext. **79¢**

12 L 773—Of superior quality Rayon Jersey. Colors: Pink; white; black; navy blue. Our low price. Post. 6¢ ext. **\$1.59**

12 L 932—Fine All-Rayon Flat Crepe. Colors: Navy blue, tea-rose or white. Our low price. Post. 6¢ ext. **\$1.98**

At the Left

You'll like this sturdy, smooth-fitting, roomily-cut Slip! Has a built-up top with drawstring. In your choice of three materials.

Flat folds at the sides for hip freedom; reinforced at seams. SIZES: 36 to 58 bust. About 48 inches long.

12 L 865—Rayon Taffeta. Colors: Navy blue, black or tea-rose. Post. 6¢ ext. **\$1.00**

12 L 965—All-Rayon Satin. Colors: Navy; tea-rose; white; black. Post. 6¢ ext. **\$1.98**

12 L 966—Lovely All-Silk Satin. Colors: Tea-rose; navy; black. Post. 6¢ ext. **\$2.98**



NAINSOOK
12 L 850
79¢
RAYON
JERSEY
12 L 773
\$1.59
ALL-RAYON
FLAT
CREPE
12 L 932
\$1.98

SHADOW-
PROOF
Slips



25%
SILK-
AND-
WOOL

Elastic
Knit
ANKLE
LENGTH
PANTS

\$1.00



COMBED COTTON
JERSEY
PANTALETTES **\$1.00**

Extra-size Pantalettes of fine quality Combed Cotton Jersey—very warm for winter wear. They are roomy, yet not the least bulky. Launder well; will keep their shape.

There's elastic at waist, and two rows of elastic that come snugly below the knees to keep out cold and wind. Reinforced crotch. Colors: Navy, tan, pink or black.

12 L 127—50-in. hip. 31 ins. long. **\$1.00**

12 L 128—56-in. hip. 32 ins. long. Postage 5¢ ext.

12 L 129—66-in. hip. 34 ins. long.

12 L 458—Here is an excellent buy for \$1.00: these warm Ankle-length Pants are made of about 20% Wool and 5% Silk, and the balance of fine quality Combed Cotton. Will give you warmth from waist to ankle!

Elastic tuckstitch knit, ribbed throughout—with cuff effect from knee to ankle for smooth fit under your hose. A band of "Lastex" at each ankle holds the cuff in place securely. Ribbing around waistline; smooth-fitting "Lastex" waistband.

COLORS: Tea-rose; navy blue; tan. SIZES: 48 to 64 ins. hip. Postage 6¢ extra. **\$1.00**



LUSTROUS
SATEEN
69¢
RAYON
TAFFETA
\$1.00
ALL-SILK
SATIN
\$1.98

LANE BRYANT Page
39th St. at 5th Ave. 17
NEW YORK, N. Y.

... for TALL, AVERAGE or SHORT STOUT WOMEN

Adjustable-Length SLIPS

Simply Cut along hemstitching to Length desired

NOW you can choose your favorite style Slip and KNOW that the length will be just right for you! For each of the five popular styles on this page is adjustable to your height. If you are tall, the full-length is perfect for you. If you're of average height or short, just cut with your scissors along one of the three rows of hemstitching at bottom, and presto—you're finished! No hemming is required. Your Slip has a neat picot bottom and is ready to wear!



Bias Cut

Slip Above

(A) This Slip is adjustable to your height! Leave it as it is, or merely snip it off at one of the three rows of hemstitching.

Bias-cut. Shell-finished neck and bottom. Straps are easy to adjust. Strongly reinforced seams. Sizes: 36 to 58 bust meas. About 50 inches long (can be cut to 48, 46 or 44 ins. long).

12 L 438—Rayon Taffeta. Colors: Black; tea-rose; navy; white. Post. 6¢ ext. **\$1.00**

12 L 441—All-Rayon Satin. Colors: Navy blue, black or tea-rose. Post. 6¢ ext. **\$1.98**

12 L 541—Lovely All-Silk Satin. Colors: Black, navy or tea-rose. Post. 6¢ ext. **\$2.98**

At the Right

(B) 12 L 19—Lovely to look at and really wonderful to wear, for this Slip is made of All-Rayon Satin brocaded in self-color—a lustrous, serviceable fabric.

Bias-cut style will fit you smoothly. Straps are adjustable. Semi-built-up top. Well-reinforced seams.

COLOR: Tea-rose only. SIZES: 36 to 58 bust meas. About 50 inches long (it can be cut to 48, 46 or 44 inches long). Post. 6¢ ext. **\$1.98**

B
BROCADED
ALL-RAYON
SATIN
\$1.98

Bias Cut

IMPORTED
LACE



C

ALL-RAYON
FLAT
CREPE **\$1.98**

Weighted
ALL-SILK
FLAT
CREPE **\$2.98**

ALL-
SILK
SATIN **\$3.98**

Above: Luxurious with Imported Lace

(C) This exquisite Slip comes in choice of three lovely, long-wearing materials. We've used luxurious Imported Lace generously—outlining the neck and armholes and trimming the front.

There are four rows of Lace around bottom, too. Each of the three upper rows conceals a row of hemstitching. If you wish to shorten the Slip, you may cut along the hemstitching to the length desired, yet still have a row of Lace at the bottom. Seams are reinforced throughout.

The built-up top will stay securely in place. Nicely-fitted in back to provide smooth lines. SIZES: 36 to 58 bust measure. About 50 inches long (can be cut to 48, 46 or 44 inches long).

12 L 12—Of smooth All-Rayon Flat Crepe. COLORS: Tea-rose; white. **\$1.98**

12 L 113—Weighted All-Silk Flat Crepe. COLOR: Tea-rose. Price. **\$2.98**

12 L 14—All-Silk Satin. Very fine quality. COLORS: Tea-rose; white **\$3.98**

Postage 6¢ extra on each Slip.



Crown
Tested
Quality

D

ALL-RAYON
TAFFETA
\$1.98

Bias Cut

(D) 12 L 15—Are you tall, average or short? This Slip will be the correct length for you no matter what your height may be! Made of superior, lustrous All-Rayon Taffeta. It is a Crown Tested fabric—its durability is approved by the Better Fabrics Testing Bureau; also approved by Lane Bryant's Laboratory.

Bias-cut. Built-up top will stay put! Drawstring at neck. Reinforced seams. Colors: Navy, Dubonnet wine, black, tea-rose or royal blue. Sizes: 36 to 58 bust. About 50 inches long (can be cut to 48, 46 or 44 ins. long). Post. 6¢ ext. **\$1.98**

At the Left

(E) A tailored Slip in your choice of two materials. To shorten it, merely snip along one of the three rows of hemstitching at bottom.

Flat folds at each hip allow ample skirt freedom. Built-up, drawstring top stays put. The neck and the armholes are outlined with hemstitching. Reinforced at seams. SIZES: 36 to 58 bust meas. About 50 inches long (it can be cut to 48, 46 or 44 inches long).

12 L 59—Durable Cotton Broadcloth. Colors: White or tea-rose. Price. Postage 6¢ extra. **69¢**

12 L 60—Sturdy Non-cling Cotton Pongette. Colors: White, navy, tea-rose, tan or black. Post. 6¢ ext. **\$1.00**

E
BROADCLOTH
69¢
NON-CLING
PONGETTE
\$1.00

SLIPS! *Each in THREE Lengths... to Fit ALL Stout Women*

TALL
AVERAGE
SHORT

Choice of
FIVE Styles

If you are stout, whether you're short or of average height or tall, you'll find that any of the Slips on this page will fit you perfectly.

For each of these five styles comes in choice of 3 lengths: a 45-inch length for short women, 48-inch length for women who are of average height and 51-inch length for tall women.

Besides being just right in the length, these Slips are all correctly proportioned through the bust, the waist and the hips to fit smoothly and smartly, while giving you plenty of freedom and comfort. Each is a fine value.

Shadow-Proof

BACK
WRAP-AROUND

Slips

EACH IN
THREE
LENGTHS

Made of
Crown
Tested
Quality
LANBRY CREPE

FOUR
GORE
SLIP
•
BIAS
CUT

F
EMBROIDERED
ALL-RAYON
CREPE

\$1.98

Slip Above

F Extra-size Slip made of All-Rayon Lantry Crepe, a dull-finished superior quality fabric. It's Crown Tested which means its durability has been approved by Better Fabrics Testing Bureau as well as by our own Lane Bryant laboratory.

Three lengths: for short or average or tall stout women. Four-gore bias cut won't twist or bind. Self-colored embroidery and fine hemstitching trim front. Adjustable straps; reinforced seams. Colors: Tea-rose, white or navy blue. Sizes: 36 to 58 bust measure.

12 L 23—About 45 inches long...
12 L 24—About 48 inches long...
12 L 25—About 51 inches long...
\$1.98
Postage 6¢ ext.

At Right

G This attractive Slip is provided in three lengths to fit average, short or tall stout figures.

It is made of a very serviceable and lustrous Saten. Deep, flat folds at either side provide hip-room and freedom. Reinforced at the seams. Built-up drawstring-top won't slip off shoulders.

COLORS: Black, navy blue, pink, white or tan. SIZES: 36 to 58 bust.

12 L 21—About 45 inches long...
12 L 22—About 48 inches long...
12 L 23—About 51 inches long...
\$1.00
Postage 6¢ ext.

G
LUSTROUS
SATEEN
\$1.00

WITH EMBROIDERED FLOUNCE

RAYON TAFFETA \$1.39 ALL-RAYON SATIN \$1.98
BIAS CUT

Above: Choice of Two Materials

Each with Embroidered Flounce

H Do you like a Slip that is daintily feminine? Then choose this attractive new style, which we offer in your choice of two lovely, long-wearing materials: Rayon Taffeta or All-Rayon Satin, both splendid values at their very low prices.

And whether you are short, of average height or tall, this Slip will fit you, for you may choose it in the length that's correct for your figure; a 45-inch length for short women, 48-inch length for women of average height or 51-inch length for tall women. Bias-cut at the front and back; easily adjustable shoulder straps.

Around the bottom is an exquisitely embroidered flounce with a scalloped edge. All of the seams are strongly reinforced.

Sturdy, Smooth Rayon Taffeta

Washes very well. COLORS: Navy, black or Dubonnet wine. SIZES: 36 to 58 bust.

12 L 61—Length about 45 ins. **\$1.39**
12 L 62—Length about 48 ins. **\$1.39**
12 L 63—Length about 51 ins. **\$1.39**
Post. 6¢

Lustrous All-Rayon Satin

Gleaming; smooth-fitting. Laundered very nicely. COLORS: Tea-rose, navy blue or black. SIZES: 36 to 58 bust measure.

12 L 64—Length about 45 ins. **\$1.98**
12 L 65—Length about 48 ins. **\$1.98**
12 L 66—Length about 51 ins. **\$1.98**
Post. 6¢

Above: Only \$1.98

J Good news for all stout women! This Slip comes in three lengths: a 45-inch length for short women, a 48-inch length for women of average height, a 51-inch length for tall women.

Of sturdy All-Rayon Flat Crepe. Back wrap-around makes slip shadow-proof; folds at sides. Drawstring at neck. Colors: White, tea-rose, black or navy. Sizes: 36 to 58 bust meas.

12 L 35—About 45 inches long...
12 L 36—About 48 inches long...
12 L 37—About 51 inches long...
\$1.98
Postage 6¢ ext.

Slip at Left

K How you will enjoy the comfort and freedom that this Slip will give you! Of fine quality, weighted All-Silk Flat Crepe that wears very well. The back wrap-around style provides greater freedom and makes the Slip shadow-proof.

Deep, flat folds at the sides give ample hip-room. Built-up top stays securely in place. Drawstring neck; reinforced seams. Colors: Navy, black or tea-rose. Sizes: 36 to 58 bust.

12 L 963—About 45 inches long...
12 L 968—About 48 inches long...
12 L 993—About 51 inches long...
\$2.98
Postage 6¢ ext.

K
Weighted
ALL-SILK
FLAT
CREPE
\$2.98

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
19

Extra Value in EXTRA-SIZE SWEATERS



WOOL-AND-RAYON JERSEY \$2⁹⁸

8 L 180—Slip into this Sweater on cold or damp days—you'll revel in its warmth and comfortable fit. Of Wool-and-Rayon Jersey, about 50% Wool, the balance of Rayon. Gives stout women the roominess they like, yet is very smooth-fitting.

The collar is equally flattering when worn open or buttoned high (as shown in the small view). Two roomy pockets.

COLORS: Navy; black. SIZES: 37 to 59 bust. Postage 10¢ extra. \$2.98



ALL-WOOL WORSTED JERSEY \$5⁹⁵

8 L 104—This smart Tuxedo Sweater was \$6.95 a year ago. Now you can enjoy its smart styling and grand warmth for only \$5.95! Made like the jackets of many English-tailored suits, with straight lines, button-trimmed belt and pockets.

It's of superior All-Wool Worsted Jersey knit in self-color stripes. May also be worn with Tuxedo front buttoned over in shawl style, as in small view.

COLORS: Navy; black; bottle green. SIZES: 37 to 59 bust. Postage 10¢ extra. \$5.95

PAGE 20 For the details of our Budget Payment Plan turn to pages 81 and 82



Twin Sweater SETS



ALL-WOOL WORSTED \$3⁹⁸ set

3 L 181—Last year, a similar Set sold for \$4.95! This All-Wool Worsted Twin Sweater Set is only \$3.98! You'll like its flattering youthful lines and fancy knit.

Slip-over Sweater (see small view) has short, full sleeves. Coat-Sweater is knit in smart design. Each sweater is ribbed at the high neck, sleeves and waistband.

COLORS: Navy, bottle green or rust. SIZES: 37 to 51 bust. Set. Postage 14¢ extra. \$3.98



ALL-WOOL WORSTED \$1⁹⁸

8 L 184—Here's value! A similar style sold for \$2.98 last year, but this warm All-Wool Worsted Jacket is only \$1.98! Call it what you like—a Sweater or a Bed Jacket, but you'll find it indispensable!

Knitted in a fancy stitch. The shawl collar and both sides of the attractive front closing are edged with dainty white shell-stitching. Silky ribbon ties.

COLORS: Orchid; navy; pink. SIZES: 37 to 59 bust. Price. Postage 8¢ extra. \$1.98



ALL-WOOL WORSTED \$4⁹⁵ set

8 L 182—Here's an All-Wool Worsted Twin Sweater Set we are selling for \$1.00 less than a similar Sweater Set sold for last year!

The short-sleeved Slip-over Sweater has hook-&-eye ornaments that match the darker color Coat-Sweater. Cable-stitch design at front; long sleeves; ribbed cuffs and waist.

COLORS: Navy with powder blue; chocolate brown with rust; wine with platinum gray. SIZES: 37 to 59 bust. Set. Postage 14¢ extra. \$4.95



SHOULDER SCARF

ALL-WOOL WORSTED \$1⁵⁹

8 L 185—Here is an attractive and warm Shoulder Scarf made of soft, All-Wool Worsted, knitted in a very dainty, wavy stitch that is nicely slenderizing.

This Shoulder Scarf comes well down to the waist in back (see the small view) and is held on firmly by the snug, ribbed cuffs and by the two lovely ribbon ties at the front. A becoming shawl collar.

COLORS: Navy; orchid; wine. SIZES: 37 to 59 bust. Price. Postage 6¢ extra. \$1.59



WOOL-AND-RAYON JERSEY \$1⁹⁸

8 L 183—New! This "Shortie-Length" Coat-Sweater is a fine buy at \$1.98. It will fit you smoothly and comfortably.

Of Wool-and-Rayon Jersey, about 50% Wool; the balance of Rayon. Waistband is snug-fitting and will not be bulky under a coat. Ribbed, fitted cuffs. Has two pockets and a five-button closing.

COLORS: Navy blue, black or wine. SIZES: 37 to 51 bust. Postage 8¢ extra. \$1.98



WOOL WORSTED AND RAYON \$2⁹⁸

8 L 25—This comfortable Coat-Sweater, formerly \$3.98, is a "find" at \$2.98! Knit of about 70% lovely quality Wool Worsted, the balance of silvery Rayon.

A six-button closing; with two handy, generous-sized pockets. Simple to slip on under a coat, and it is very smart when worn with a skirt and blouse.

COLORS: Black, navy blue or wine. SIZES: 37 to 59 bust measure. A fine value at our reduced price. Postage 8¢ extra. \$2.98

KNITTED WARMTH *for Cold Days*



ALL-WOOL JERSEY \$3⁹⁸

8 L 722—This well-tailored Coat-Sweater is skilfully knitted of a fine quality, sturdy All-Wool Worsted Jersey. Faint, self-color stripes throughout are subtly slenderizing. Notched collar may be worn high (see small view). Two large pockets.

COLORS: Navy; black; rust. SIZES: 37 to 59 bust meas. Price... \$3.98 Postage 8¢ extra.



ANGORA-FINISHED AUSTRALIAN WOOL \$3⁹⁸

8 L 186—A classic! Looks, and feels like kind so many stores sell at double our price! Lovely enough to wear anywhere. Of All-Wool—an exquisitely soft blend of Australian Wool and Kid-Mohair.

Its downy, angora-like texture is soft as a pussywillow! Button-front closing. Ribbed neckband, cuffs and waistband.

COLORS: Dusty pink, natural tan or navy. SIZES: 37 to 51 bust. \$3.98 Postage 8¢ extra.



ALL-WOOL JERSEY \$3⁹⁸

8 L 723—This identical Coat-Sweater sold for \$4.95 last winter! It's made of superior, All-Wool Worsted Jersey.

Slit pockets and notched collar are trimmed in contrasting, Jacquard-knit design. Criss-cross tucks over pockets. Collar may be worn open or buttoned up.

COLORS: Black, chocolate brown, navy or wine, each with contrasting trimming. SIZES: 37 to 51 bust. \$3.98 Postage 10¢ extra.



COAT STYLE WITH TALON SLIDE FASTENER \$1⁷⁹

8 L 306—This well-fitting Cossack-style Coat-Sweater is smart and useful! Knit of about 25% soft Mohair, the balance of fine Cotton. As downily soft as brushed wool, it has a silvery, frosty look.

Non-rust Talon slide fastener opening down front. Gathered yoke back (see small view) allows plenty of roominess. Ribbed cuffs. The fitted waistband is adjustable by means of the buckled, knitted straps.

COLORS: Navy blue, chocolate brown or rust. SIZES: 37 to 51 bust. \$1.79 Postage 8¢ extra.



ALL-WOOL WORSTED IN SHAKER STITCH \$5⁹⁵

8 L 66—Here is a Sweater value that no stout woman should miss—the very same Coat-Sweater sold for \$6.95 last year! We're thrilled to be able to offer it to you this year for a whole dollar less. It's made of superior quality, All-Wool Worsted yarn knitted in a heavy Shaker stitch. It has deep, non-sagging, knit-in pockets. Shawl collar; ribbed wrists.

COLORS: Navy blue, black or maroon. SIZES: 37 to 59 bust. Price... \$5.95 Postage 12¢ extra.



WITH TALON SLIDE FASTENER

WOOL-AND-RAYON JERSEY \$2⁹⁸

8 L 187—This smart Coat-Sweater has distinctive details you'd ordinarily associate with a much higher price!

Knit of good quality Wool-and-Rayon Jersey—about 50% is Wool, the balance Rayon. Gives roomy, comfortable fit and excellent wear. There's a full-length, non-rust Talon slide fastener at front. Becoming collar. Two roomy pockets.

COLORS: Navy; bottle green; wine. SIZES: 37 to 51 bust. \$2.98 Postage 8¢ extra.



ALL-WOOL JERSEY \$2⁹⁸

8 L 902—The smooth fit and tailored lines of this Sweater will appeal to every stout woman! You'll wear it for years, and find it so useful! Grand to wear with a skirt and blouse.

Of firm All-Wool Jersey, carefully knit to fit all stout figures roomily. Faint, self-color slenderizing stripes throughout. Two large-sized pockets.

COLORS: Navy; black; cocoa brown. SIZES: 37 to 59 bust. \$2.98 Postage 8¢ extra.



ALL-WOOL WORSTED JERSEY \$4⁹⁵

8 L 188—This Coat-Sweater of superior quality All-Wool Worsted Jersey is knit in a fine, very close texture that will give you extra-long wear. The pockets and the notched collar are becomingly trimmed in a contrasting-color Jacquard pattern.

You'll like the slenderizing, curved tucking at front. The collar may be worn open or buttoned high (see small view).

COLORS: Navy, black or bottle green, each with contrasting color trim. SIZES: 37 to 59 bust meas. Price... \$4.95 Postage 10¢ extra.

LET IT RAIN...

Here's how to stay smartly DRY



RUBBERIZED

1 L 834
\$4.95

Above: Outstanding Value

1 L 834—Last year, this identical Raincoat sold for \$5.95! Now we are proud to offer the very same coat for only \$4.95—bringing you a saving of a full dollar!

This handsome Raincoat is made of rubberized Cotton Suede Fabric in a very attractive herringbone design. Looks and feels just like real suede leather. It is backed with warm, plaid flannelette.

Its neat lines and dashing style make it as smart as it is practical. You will like the raglan sleeves with button-trimmed self-material straps at wrists. Good-looking, notched collar may also be worn buttoned up high at neck. Roomy, patch pockets with self-flaps.

COLORS: Black-and-gray, light navy-and-Copen blue, brown-and-tan, each in herringbone design. SIZES: 37 to 59 bust meas. About 50 inches long. Price \$4.95 Postage 14¢ extra.

Pictured at Left

1 L 833—Here's a smart and very serviceable Raincoat. It is made of fast-color, Rubberized Cotton printed in Tweed pattern that will definitely slenderize your figure.

The raglan sleeves have been carefully proportioned to fit the stout figure smoothly, but without binding. Becoming notched collar may also be worn buttoned up at neck. There are two convenient pockets. The belt is detachable.

COLORS: Chocolate brown or navy, each in white tweed effect. SIZES: 37 to 59 bust. Length is about 50 inches. Postage 12¢ extra. \$2.98

Flattering Blouses that will make last year's suit LOOK NEW

ACETATE
RAYON
PEBBLE
CREPE

\$1.98



2 L 19—An unusual value at \$1.98! You'll like this Blouse because of its many smart details. We have fashioned it of Acetate Pebble Crepe, a sturdy all-rayon material that looks, feels and WEARS like silk.

Slenderizing front-panel is trimmed with gay umbrella-shaped buttons. Tiny standing collar ties in a bow at front. Soft gathers above the pointed waist-yoke add fullness. Pleats form a puff in the short sleeves. The blouse may also be worn tucked into skirt.

COLORS: Navy; dark green; eggshell; dark rust. SIZES: 37 to 59 bust... \$1.98 Postage 4¢ extra.

Superior
Quality
ACETATE
RAYON
CREPE

\$2.98



2 L 20—This is the sort of softly feminine Blouse that's so popular with smart women! It's made of superior quality, soft-draping Acetate Crepe, an all-rayon material that looks and feels and WEARS like silk.

Fine, graduated tucking provides a new yoke-effect. Tiny buttons trim the front. Shirtwaist collar; long sleeves are slightly puffed at the shoulders. The blouse fastens at the back of the neck, and may be worn as pictured, or tucked inside of your skirt.

COLORS: White, linen-blue, shell-pink or beige. SIZES: 37 to 59 bust... \$2.98 Postage 4¢ extra.



BROADCLOTH

\$1.00

2 L 44—Here is an inexpensive Blouse of good quality, fast-color Cotton Broadcloth. You will like its fine details: the shoulder yoke with slight gathering below, handsome full-length tucks running down the front, the well-fitting long sleeves. Shirtwaist collar; navy blue buttons down front.

The blouse may be worn on the outside in waistcoat effect, or may be tucked in. The belt comes from the side and ties in back. COLORS: White, Copen blue or dusty pink, each with navy blue buttons. SIZES: 37 to 59 bust measure. Our price... \$1.00 Postage 4¢ extra.

Superior
Quality

Weighted
ALL-SILK
FLAT CREPE

\$3.98



2 L 21—This delightfully luxurious Blouse is an exceptional value at only \$3.98! For it is of superior, soft-draping, weighted All-Silk Flat Crepe. Tailored collar; shirred jabots ripple softly from sides of the center panel, which buttons all the way down.

The unusually smart, long sleeves are puffed at the shoulders and have very dainty turned-back cuffs. The blouse may be worn as pictured, or may be worn tucked inside of your skirt. COLORS: White, powder blue, eggshell or shell-pink. SIZES: 37 to 59 bust measure. Our low price... \$3.98 Postage 4¢ extra.

KNITTED VALUES *for Stout Women*

WOOL-AND-RAYON
\$1.98



BLOUSE
OF
WOOL-AND-RAYON
8 L 112
\$1.98

Slenderizing Zig-Zag Pattern

8 L 110—"Flattering" is the word that will come to your mind when you slip into this two-tone Knitted Blouse! It's made of about 70% soft, warm Wool Worsted; the balance of lustrous, silvery rayon. The interesting zig-zag pattern is very slenderizing. This Blouse is a rare value at only \$1.98.

It's roomily cut, yet smooth-fitting; will not lose its shape. The notched collar is accented by a neat self-material bow. Snug, matching, solid color ribbing at the wrists and the waist. Blouse may be worn outside, as pictured, or tucked inside of the skirt.

COLORS: Navy, black, chocolate brown or wine, each with silvery rayon. SIZES: 37 to 59 bust measure. Our price... **\$1.98**
Postage 8¢ extra.

ALL-WOOL WORSTED
\$1.79



Fine Value at \$1.79

8 L 111—Stout women will find this lovely sleeveless Sweater both useful and becoming! For it is just what you need for additional warmth beneath your coat or about the house on chilly days. And more, this roomy knitted garment is smooth-fitting and nicely made, and will not add bulk to your silhouette.

It's knitted of All-Wool Worsted in a free sleeveless style that will give you a good deal of freedom. Plain ribbing outlines the armholes and the neck and goes all the way down the five-button, front-closing. The firmly ribbed waistband insures snug fit.

COLORS: Navy blue, black or dark gray. SIZES: 37 to 59 bust. Price... **\$1.79**
Postage 8¢ extra.

SKIRT
OF
WOOL-AND-RAYON
TWEED
8 L 129
\$2.98



BLOUSES
and SKIRTS
Each Sold
Separately

IF you are stout, you know how trim and neat you appear in a Blouse and Skirt! With one of the above well-made, full-cut Skirts and any of the becoming Blouses on this page or on Page 22, you have a basic winter outfit—wear them together or change them about with your suits, sweaters or odd jackets. Splendid values!

8 L 112—BLOUSE: Warm and sturdy. It's knit of about 70% Wool Worsted with the balance of self-color rayon. You will like the contrasting color, non-rust Talon slide fastener at the front, and the collar which is trimmed with contrasting stitching to match. Snug ribbing at wrists and waistband. COLORS: Navy with green trimming; also rust, eggshell or dark green, each with brown trimming. SIZES: 37 to 59 bust measure. Price... **\$1.98**
Postage 8¢ extra.

8 L 129—SKIRT: Of woven, flecked Tweed in a herringbone weave. Contains about 72% Wool, with the balance of rayon. The button-trimmed tucks at the center-front open out into pleats. You can wear tuck-in blouses with Skirt, for it has a neat waistband. COLORS: Oxford gray mixture or dark brown mixture. SIZES: 32 to 46 waist measure. Length about 34 inches; wide hem. Our low price... **\$2.98**
Postage 8¢ extra.

BLOUSE
OF
LACY
FRILL
BOUCLE
8 L 113
\$2.98



WITH TALON
SLIDE FASTENER

Trimmed in Contrasting Color

8 L 114—You CAN keep snug and warm, yet look smart at the same time—and this very charming Knitted Blouse is the proof! It's made of superior quality All-Wool Worsted for warmth, and is styled along simple lines that are so flattering to the figure. Wear this blouse with one of the skirts at left.

A dressy air is lent by the lacy stitch. There are contrasting color stripes trimming the ribbed collar. And note the neat panel front, which is accented by stitching and contrasting, non-rust Talon slide fastener to match stripes. Ribbed cuffs and waistband.

Navy with Copen blue trim; rust with green trim; eggshell or beige, each with brown trim. SIZES: 37 to 59 bust... **\$2.98**
Postage 8¢ extra.

SKIRT
OF
ALL-WOOL
FLANNEL
8 L 130
\$3.98

8 L 113—BLOUSE: Feminine, dainty, and yet amazingly sturdy! This Blouse is knitted of Frill Bouclé, a lacy all-rayon yarn with a slightly rough texture. Its soft-draping jabots are especially flattering to the large bust. The simple V-neck is finished with a knit band that continues downward. Matching non-rust Talon slide-fastener at front. Ribbed at wrists and waist. COLORS: Eggshell; navy; dusty pink. SIZES: 37 to 59 bust... **\$2.98**
Postage 8¢ extra.

8 L 130—SKIRT: Of smooth All-Wool Flannel in a superior quality that will wear and wear! This Skirt is cut in sectional style to create the new, flared "swing" effect that lends height and slenderness to the stout figure. Will look well with your tuck-in blouses, too, for it has a neat waistband. COLORS: Black, navy blue or dark brown. SIZES: 32 to 46 inches waist. Length about 34 inches... **\$3.98**
Postage 8¢ extra.



KNITTED
COTTON
\$1.00

Splendid Bargain at \$1.00

8 L 115—Here is a knitted Blouse bargain that no stout woman can afford to miss. Its low price is only \$1.00... a great deal of smartness and wear for very little money!

Knit of extra-soft Cotton yarns in fancy stitch. Full-cut to fit the stout figure. Contrasting color stripes trim the ribbed neck, wrists and waistband. You will like the unusual "laced-effect" at the neck.

COLORS: Navy with Copen blue trim, dark green with tan trim, or chocolate brown with rust trim. SIZES: 37 to 51 bust... **\$1.00**
Postage 8¢ extra.

LANE BRYANT,
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
23

Gloves in CORRECT sizes ...for ALL Stout Women

You will be correct to the finger-tips when you wear LANE BRYANT GLOVES! Every stout woman knows that nowhere else in the world is she able to find such a complete assortment of smart, slenderizing Gloves—brand new styles and popular favorites for the Fall and Winter Season—in such a wide range of sizes! Whether your hand is regular-size or extra-size, you will find that our gloves will give you perfect, flattering, strainless fit, and therefore will wear much longer. You will be pleased, too, with the marvelous values which we are offering on this page.

How To Order Gloves

Simply tell us your glove-size. If you don't know your correct size, measure rather tightly around largest part of your hand (at the knuckles, not including the thumb), and then state glove-size, as follows:

Inches	Glove-Size
6 1/4 to 6 1/2	6
6 1/2 to 6 3/4	6 1/2
6 3/4 to 7	6 3/4
7 to 7 1/4	7
7 1/4 to 7 1/2	7 1/4
7 1/2 to 7 3/4	7 1/2
7 3/4 to 8	7 3/4
8 to 8 1/4	8
8 1/4 to 8 1/2	8 1/4
8 1/2 to 9	8 1/2
9 to 9 1/4	9
9 1/4 to 10 1/4	9 1/4



GENUINE
KID
\$1.89

10 L 21—These popular favorites are of fine, selected quality, Genuine Imported Kid—classic tailored Gloves made in Slip-on style. There is Paris point embroidered stitching at back.
COLORS: Black; dark brown; navy blue; white.
SIZES: Quarter-sizes 6 to 8; also 8 1/2, 9, 9 1/2.
Formerly \$1.98, now priced only. . .
Postage 3¢ per pair. **\$1.89**

GENUINE
PIGSKIN
\$1.98



10 L 73—A perfect Glove for tailored clothes! Of selected Genuine Pigskin that will wear like iron! In classic, slip-on style, with smartly flared top. COLORS: Dark brown, black or cork (medium tan). Quarter-sizes 6 to 8; also 8 1/2, 9, 9 1/2. . .
Postage 3¢ per pair. **\$1.98**



GENUINE
CAPESKIN
\$1.00

10 L 20—Last year this Glove sold for \$1.59. Made of firm, washable Genuine Capeskin Leather. Slip-on style; cuffs are scalloped. COLORS: Black, dark brown, navy, smoke gray or white. SIZES: Quarter-sizes 6 to 8; also 8 1/2, 9, 9 1/2. . .
Postage 3¢ per pair. **\$1.00**



FLEECE-
LINED

\$1.19

FUR-LINED

\$1.98

Last year, the very same Gloves sold for much more! Of durable Genuine Capeskin Leather . . . choice of two types of lining. Clasp fastenings at wrists. COLORS: Black or dark brown. SIZES: Half-sizes 6 to 9 1/2.
10 L 09—Lined with Cotton Fleece. The same Gloves were \$1.59 last year. . .
Postage 3¢ per pair. **\$1.19**

10 L 10—Lined with one-piece clipped Coney Fur. Same Gloves were \$2.49 last year. . .
Postage 3¢ per pair. **\$1.98**

GENUINE KID
\$2.98



10 L 71—You will appreciate these supple, exquisite Gloves! Of our finest Genuine Imported Kid, they will lend Parisian smartness to your more dressy outfits. Criss-cross tucking and matching hand-embroidery trim flared gauntlet cuffs.
COLORS: Black; navy. Quarter-sizes 6 to 8; also 8 1/2, 9, 9 1/2. . .
Postage 3¢ per pair. **\$2.98**

BENGALINE



Choice
\$1.00
PAIR

WITH SLIDE
FASTENER



GENUINE KID
\$1.98



Dainty Trimming

10 L 72—This Slip-on Glove will enhance the beauty of your dressier clothes. It is made of a superior quality, Genuine Imported Kid—an excellent value at \$1.98!

Cuffs are trimmed with self-leather lacings, and with matching color braid. Slenderizing hand-embroidery at the back.

COLORS: Black or navy. Quarter-sizes 6 to 8; also 8 1/2, 9 and 9 1/2. . .
Postage 3¢ per pair. **\$1.98**

CHAMOISSETTE OR BENGALINE

54¢ PAIR

2 PAIRS FOR \$1.00



This attractive Slip-on Glove comes in choice of two fabrics. Trimmed with tucking and a self-covered button. COLORS: Black; dark brown; navy. SIZES: Half-sizes 6 to 9 1/2.

10 L 78—Washable Cotton Suede Chamoisette
Postage 2¢ pair. **54¢**

10 L 79—Washable Ribbed Rayon Bengaline, with an elastic-like "give".
Postage 2¢ pair. **54¢**

SPECIAL OFFER:
2 pairs for \$1.00 Post. 3¢.

10 L 75—Here's a Slip-on Glove made of that popular, washable fabric—superior quality Ribbed Bengaline, double-woven Acetate Rayon with elastic-like "give." Self-cording, trimmed with neat self-covered ornament, creates a bracelet-effect at the back.

COLORS: Navy blue, black or dark brown. SIZES: Half-sizes 6 to 9 1/2. Per pair. . .
Postage 2¢ pair. **\$1.00**

10 L 77—Very new and so very smart! These lovely Slip-on Gloves are a fine value! Of a new, suede-like, dull-finished All-Rayon material. Note the appliqué of matching color Kid and the gold-colored, non-rust slide-fastener at the back.

COLORS: Black; wine; dark green. SIZES: Half-sizes 6 to 9 1/2. Price, pair. . .
Postage 3¢ pair. **\$1.00**



GENUINE
SUEDE
\$1.79

10 L 74—At Right: Luxuriously soft and elegant Gloves made of fine quality, Genuine Imported Suede Leather. A fine value at \$1.79! You'll like the simple, slip-on style and the trimming, consisting of rows of radiating, slenderizing tucks at the back.

Black or wine or dark green. SIZES: Quarter-sizes 6 to 8; also 8 1/2, 9, 9 1/2. Pair. . .
Postage 3¢ pair. **\$1.79**

10 L 76—Above: These daintily feminine Slip-on Gloves are made of new suede-like, dull-finished All-Rayon. There's a very pretty flower pattern hand-embroidered in contrasting colors on the back.

COLORS: Black or navy blue. SIZES: Half-sizes 6 to 9 1/2. Our price per pair. . .
Postage 2¢ pair. **\$1.00**

HAND-
EMBROIDERED
\$1.00





HAND-BLOCKED
\$2.98



\$3.98
VEIL INCLUDED



\$1.98

Superior Hand-blocked Transparent Velvet

25 L 500—Here is a new version of a smart style for which there is great demand. This Hand-Blocked Hat is equally becoming viewed from any angle! You can see how attractive it is from the front. And the profile view is just as stunning. A fine value at only \$2.98!

It is made of superior quality, Transparent Velvet. The entire brim is beautifully stitched, and soft pleats trim one side. There is a matching color grosgrain band around crown. Rayon lining; grosgrain headband.

COLORS: Black; navy blue; wine. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ inches. Our price... Postage 14¢ extra. **\$2.98**

Ostrich Feather-Tips on FUR FELT

25 L 501—If you're the type who likes to lead fashion rather than follow it, you will choose this Hand-Blocked Hat made of pliable Fur Felt, for it is utterly and becomingly new!

The modified high crown slopes down at one side to meet the smart, turned-up brim, which is caught by two ostrich feather-tips. Filmy veil has an embroidered edge. Matching color grosgrain ribbon piping. Rayon taffeta sweatband.

COLORS: Black with royal blue-and-wine feather-tips, or chocolate brown with rust-and-brown feather-tips; also in all-black. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. An exceptional value at our very low price... Postage 14¢ extra. **\$3.98**

Stitched Transparent Velvet

25 L 502—A debonair and dashing Hat made of all-over stitched Transparent Velvet. A fine value at only \$1.98.

Brim is turned up at side and held by a matching, lacquered quill. At front, the brim slopes down (see small view). Matching grosgrain ribbon trim; rayon taffeta lining; a grosgrain headband.

COLORS: Black; wine; dark green. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our price... Postage 12¢ extra. **\$1.98**



... and ALL in YOUR Head-size

HOW TO ORDER HATS

TELL us your head-size in inches. Merely measure around your head, above the eyebrows in the front and over the fullest part of your hair in the back (see the picture at the left), drawing the tape measure as closely as you wish the hat to fit. Please take this measurement very accurately, to the fraction of an inch, and we will send you your CORRECT SIZE.



VEIL INCLUDED

Pictured in Color on the Front Cover



HAND-MADE



\$1.98 TRANSPARENT VELVET

HAND-BLOCKED WOOL FELT \$2.98

25 L 503—This Hat is pictured on our Front Cover because it is so becoming, so new and such an extraordinary value at only \$1.98.

Entirely hand-made of lovely Transparent Velvet. Tricorne coronet is high at the left side of the crown in new "upward" effect and is draped over the right eye. Simulated crystal ornament. Dainty hair veil. Lining is of sturdy rayon; a grosgrain headband.

COLORS: Dark purple (as pictured on the cover), dark green, black or wine. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our exceptionally low price... Postage 12¢ extra. **\$1.98**

25 L 504—Here is a flattering, brand-new version of a style for which our customers have been asking! This Hat is so becoming and such a value at \$2.98, that we chose it for a place of honor on our Front Cover.

Of fine quality Hand-Blocked Wool Felt. The brim, in the new "upward" trend, is turned up and fluted at side. Gay ornament and matching color grosgrain ribbon bow at the crown; grosgrain binding and headband.

COLORS: Black (as pictured on cover); chocolate brown; dark green. SIZES: 21½, 22, 22½, 23, 23½, 24, 24½ ins. Postage 14¢ extra. **\$2.98**



\$4.95

HAND-BLOCKED FUR FELT

\$3.98

Lacquered Quill Trim

25 L 505—This beautiful Hand-Made Hat offers the very newest in smart trimming! Six matching color quills, lacquered to high luster, lend fashion interest to the very becoming crown.

We have Hand-Blocked this Hat of Fur Felt in a superior quality. The sloping Watteau brim won't interfere with your coat collar, because it is set up high on the full crown in back.

The smart, flat crown and the brim slope slightly toward the front. The brim has a wired-and-stitched edge, which will prevent brim from losing its shape. Grosgrain ribbon around base of crown. Rayon taffeta sweatband.

COLORS: Black; navy blue; wine. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our price... Postage 16¢ extra. **\$4.95**

25 L 506—One of the smartest styles to come from Paris this season... and one that will prove very becoming to you! We refer, of course, to the Tam influence which is reflected in this Hand-Blocked Hat made of superior quality Fur Felt.

Notice how deftly this hat has been draped. The sparkling ornament, thrust through the side, accents hat's highest point. A matching, lustrous rayon satin ribbon is drawn through the side and over the top. At the front, this hat dips down over the right eye. Grosgrain headband.

COLORS: Black, dark green or wine. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our low price... Postage 14¢ extra. **\$3.98**

LANE BRYANT PAGE
39th St. at Fifth Ave. 25
NEW YORK, N. Y.



YOUR CHOICE **79¢** EACH



YOUR CHOICE **\$1.00** EACH

Wool Felt Fabric in Choice of Brimmed or "Halo" Styles

25 L 507—If you've kept up on your fashion news, you know that brims are all-important again this season! Here is a Brimmed Hat made of sturdy Wool Felt Fabric with a wide, stitched brim that dips becomingly over your right eye. A marvelous value at only 79¢!

The well-fitting crown has a neat, dainty tuck all around the top. At the front, there is a smart, stitched-down bow made of harmonizing color, rayon grosgrain ribbon. Grosgrain headband.

COLORS: Dark green, black or navy blue. SIZES: 22½, 23, 23½, 24, 24½, 25, and 25½ inches. Price... **79¢**
Postage 12¢ extra.

25 L 508—Wear a "halo" around your head this season! This very attractive Hat made in Halo style will probably be the most active one in your entire wardrobe, for it will be so flattering that you'll just adore wearing it. It's made of serviceable Wool Felt Cloth and is an excellent value at only 79¢.

The braided "halo" will lend you height. There is a bow of matching color grosgrain ribbon at the back. Sectional crown; grosgrain headband.

COLORS: Black; deep purple; wine. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ inches. Our very low price... **79¢**
Postage 12¢ extra.

Of WOOL FELT

25 L 509—Impossible as it seems, this stunning, carefully-made Hat actually is priced only \$1.00—another example of Lane Bryant value! We've fashioned it of soft Wool Felt. Notice the brim which turns up in the back to avoid interfering with your coat collar, and curves gracefully down in the front.

You'll love the pleated ornament of matching grosgrain ribbon. There's a grosgrain ribbon band around the base of the crown. Grosgrain headband.

COLORS: Black, navy or chocolate brown. SIZES: 21½, 22, 22½, 23, 23½, 24, 24½, 25, 25½ inches. Price... **\$1.00**
Postage 12¢ extra.

Transparent VELVET

25 L 510—Imagine being able to own such a gay and glamorous Hat for only \$1.00! It's of rich Transparent Velvet and is draped along flattering lines.

The smart turban style is becoming to almost everyone. Draped into a high point at one side, in the new "upward" manner, and soft folds at the other. Sparkling ornament and matching color grosgrain ribbon bow at the front. And note the dipping line over the eyebrow. Grosgrain headband; Lining of rayon.

COLORS: Black or deep purple or wine. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ inches. Our price... **\$1.00**
Postage 12¢ extra.

Choice of
FOUR STYLES **\$1.59** EACH



Quill-Trimmed Felt

25 L 511—Up soars the gay quill and the high crown of this dashing Hat! Upward lines are very new and exceptionally flattering to you, for they add the height stout women need.

Of smooth Wool Felt in Robin Hood style, with its brim turned up at one side and held by a quill in contrasting color. A matching color grosgrain ribbon band runs around the base of the crown. Grosgrain headband.

COLORS: Black with red quill; royal blue with wine quill; dark green with brown quill. SIZES: 21½, 22, 22½, 23, 23½, 24, 24½ inches. A marvelous value at our price... **\$1.59**
Postage 12¢ extra.

Smart WOOL FELT

25 L 512—Every line of this Wool Felt Hat is flattering, from the smart back roll of the brim to the dip of the brim in the front. The tall crown is simply stunning and so new! It comes high, in the very latest manner, and is deftly creased at the top. A fine value at \$1.59.

Don't overlook the neat decoration! Matching grosgrain ribbon has been used for the band running around the crown and for the trimming at the front. A gold-color ornament; grosgrain headband.

COLORS: Black, dark green or wine. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ inches. Our low price... **\$1.59**
Postage 12¢ extra.

Two Styles in Superior Quality, Transparent VELVET

25 L 513—One of the most popular styles of the season is the Tam. We're proud to offer you this one, which is made of lustrous, superior quality Transparent Velvet—a marvelous value at \$1.59!

You'll find that the soft, downward curving lines flatter your face. And you'll like the debonair touch added by shirring all-around in roll-effect. The center-top of the tam is plain matching velvet. Handsome feather quill at the side. Grosgrain headband. Rayon lining.

COLORS: Black, dark green or deep purple. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ inches. Price... **\$1.59**
Postage 12¢ extra.

25 L 514—Off-the-face styles are more lovely than ever this season, for the trend is definitely upward! We predict that this off-the-face Turban made of superior Transparent Velvet will be a great favorite. Fine value at \$1.59.

The all-around coronet which is very daintily tucked, crosses smartly at the front, forming a flattering, inverted "V" at center of forehead. The lovely, chenille-dotted veil adds a dressy touch. Grosgrain headband; lining is of rayon.

COLORS: Black, chocolate brown or dark green. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches... **\$1.59**
Postage 12¢ extra.

VEIL INCLUDED



Genuine Suede Leather

25 L 515—Here's a smart Tam with a big future in store! We've fashioned it of soft, serviceable Genuine Suede leather, which is very popular this season. An unusual value at \$1.00.

Its dashing, tilted styling will make your face appear more slender. Notice the high lines created by the rakish self-suede feather. You'll like the stitched band of matching color grosgrain ribbon. A simple hat... but simplicity is the soul of smartness!

COLORS: Black; wine; dark green. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our price... Postage 12¢ extra. **\$1.00**

Wool Felt Tricorne

25 L 516—Even if you've quite a head of hair, you will find comfort as well as smartness in this Wool Felt Hat.

The beautifully-tucked, Tricorne cuff made of matching color grosgrain ribbon is edged with simulated patent leather. This cuff is draped high at the side and is accented with a bow of matching color grosgrain to aid the "upward" effect. Sparkling ornament. For that dressy touch, there's a lovely hair veil. Grosgrain headband.

COLORS: Black, chocolate brown or navy blue. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ inches. Postage 12¢ extra. **\$1.00**

HAND-BLOCKED



Hand-Blocked Wool Felt

25 L 517—Such loveliness and quality is almost unbelievable—only \$2.98 for this Hand-Blocked Wool Felt Hat.

Lovely, gleaming pigeon feathers in harmonizing colors trim the front of the smart rolled-up brim which has a grosgrain ribbon bow to accent its highest point. Grosgrain binding on the brim. Crown is moderately high, and well-fitting. Grosgrain headband.

In black with black-and-royal blue feathers, wine with royal blue-&-navy feathers or dark green with brown-and-rust feathers. SIZES: 21½, 22, 22½, 23, 23½, 24, 24½ inches. Postage 14¢ extra. **\$2.98**

Transparent VELVET

25 L 518—Fashion favors Tricorne this season! This one is of superior quality Transparent Velvet, beautifully draped.

The stiffened, stitched tricorne cuff brim points forward at the front and forms a peak at each side. It is set up high on the crown at the back to lend you height. The soft lacy veil which may be worn loose at sides or tied close to the face as illustrated, adds a glamorous touch. The lining is of rayon; a grosgrain headband.

COLORS: Black; wine; dark green. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our price... Postage 14¢ extra. **\$2.98**



Brimmed Wool Felt

25 L 519—Classic, casual sports lines will make this attractive Hat a favorite with either Miss or Matron! It's made of Wool Felt in popular swagger style.

The interesting high crown is smartly creased in a forward-pointed effect at front. Pert, harmonizing fur ornament at the side. Matching grosgrain ribbon is used for the band at base of crown and forms curled scroll-effect at side crown. The brim is turned up in back and down in front. Grosgrain headband.

COLORS: Black, rust or wine. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ inches. Our unusually low price... Postage 12¢ extra. **\$1.98**

Off-the-Face Wool Felt

25 L 520—Here's a new version of the popular off-the-face Hat... a type for which many customers have been asking! It's made of smooth, firm Wool Felt.

The smart brim rolls up gently at front and at one side, where the high lines are accented by two feather quills in matching and in contrasting colors. Binding and trimming of matching color grosgrain ribbon; grosgrain headband.

COLORS: Black with black-and-white quills, dark green with green-and-tan quills or chocolate brown with brown-and-rust quills. SIZES: 21½, 22, 22½, 23, 23½, 24, 24½ inches. Postage 12¢ extra. **\$1.98**

Feather-Trimmed Wool Felt

25 L 521—Note how the graceful brim of this Hat slopes down at the front and is smartly turned up at the back.

Of smooth Wool Felt. Stunning crown is high at side and creased and pointed at the front. Matching and contrasting color pigeon feathers trim front and form "wings" at sides. Self-felt band around crown. Grosgrain headband.

COLORS: Black with black-and-white feathers; navy with navy-and-white feathers; chocolate brown with brown-and-rust feathers. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. An unusual value at only... Postage 12¢ extra. **\$1.98**

Felt with Fur Fabric

25 L 522—If you've a Coat made of or trimmed with genuine or with simulated Persian Lamb, you'll want this Hat of soft Wool Felt in a becoming new version of the "pill-box" style.

Across the front there is band of Persian Lamb Fur Fabric that looks exactly like the genuine fur. The round crown is creased all-around and there are two felt bow-ends to give dash. The felt band at back will keep the hat securely on your head. Grosgrain headband.

COLORS: All-black; also dark green or wine, each with black fur fabric. SIZES: 21½, 22, 22½, 23, 23½, 24, 24½ inches. Postage 12¢ extra. **\$1.98**

LANE BRYANT 39th St. at Fifth Ave. NEW YORK, N. Y. PAGE 27



Just— as if YOU were trying on your dress

WHETHER your size is 38, 48 or 58 . . . whether you are average, short or tall . . . long-waisted or short-waisted . . . large through the bust or hips . . . or whether, you need a dress, a coat, a suit or all three, just send us your complete measurements and we will send the correct size.

Fitting the stout figure has been the basic business of Lane Bryant for over 37 years. In fact, so fussy are we on the subject of fit that we have sent representatives to discuss these problems with our patrons right in their homes!

HOW do we give stout women such a perfect fit by mail? . . . There's a thrilling answer that shows how we've made an exact science of it!

If you were to enter our workrooms here in New York, you would be literally amazed at our "city of dressmaker forms" . . . row upon row of them . . . in nearly one hundred different shapes and sizes . . . their measurements being based on the measurements of more than 2,000,000 stout women who have purchased apparel from us.

Thus, from the measurements on YOUR Order Blank we know at once which of our dressmaker forms represents your figure . . . which means we practically have YOU standing here to be fitted.

Every dress, every coat, every suit is actually fitted on these forms, and before your order is shipped every measurement is carefully checked for we KNOW just how much fullness you need through the bust, the waist and the hips . . . and just where your waistline and hemline should be.

No wonder stout women say Lane Bryant fits them "as though by magic" and by mail! We have given you only an inkling of our painstaking care in giving "made-to-order fit" at low, ready-made prices . . . as you will realize when you actually wear these perfect-fitting Lane Bryant clothes!

Above is a view of one of our workrooms, where all garments are carefully examined before being shipped. Note the many dressmaker forms and notices, too, how one of our expert fitters is checking the measurements of a dress to make certain they coincide with the customer's measurements!



TRAPUNTO
WORK

SATINY-BACK
ACETATE
RAYON
PEBBLE
CREPE

\$6.95

J P 330—Beautiful fit, beautiful details and a thrillingly low price make this Dress a "must-have" for stout women. It's designed to flatter your figure, and to fit you as though really made-to-your-own-measure!

We've made it of superior quality, Satiny-Back Acetate Pebble Crepe, soft-draping all-rayon fabric that looks, feels and WEARS like silk. The slenderizing raglan sleeves are adorned with dainty Trapunto work (padded, self-material pattern) in a very smart leaf-and-flower design. Neat shirring in square effect and a tiny standing collar that ties in a soft bow lend a new look to the neckline. Contrasting color ornaments at the front-waist; self-vestee. Sectional skirt is flared at the front.

COLORS: Black, dark green or dark rust. SIZES: 37 to 59 bust. About 50 inches long. Fine value at \$6.95 Postage 12¢ ex.

The Very Smartest

FALL and WINTER

DRESSES

adapted to Fit YOU

FROM the smartest styles of the season offered by Paris and New York, I have selected the most beautiful, most flattering, and adapted them to fit stout women!

Here they are: a thrilling parade of dresses designed for YOU. Fabrics and colors that are flattering to you. Smart lines and details that slenderize you. Quality and workmanship that appeal to your discriminating tastes!

And fortunately for you, our prices are definitely lower. By taking advantage of lower market prices, we were able to make quantity purchases of superior quality fabrics at prices way below last year's! These savings we have passed on to you, as you'll know as you glance through this book.

True to our high standards, every dress is as good as it looks—meaning it is exactly as pictured, and will fit and wear to your satisfaction!

Lane Bryant

An Outstanding Value at \$3.98

(A) 3 P 771—Here is a thrilling example of the wonderful savings that our lower prices bring you! This Dress, striking for its simplicity and slenderizing lines, is only \$3.98—an exceptional value that we are featuring in our Magazine Ads!

We've made it of smooth-draping Acetate Pebble Crepe, an all-rayon material that looks, feels and WEARS like silk. Notice the shirred shoulder yokes, which extend into points, and are softly draped and trimmed with inserts of matching color Lace. A dainty ornament accents the V-neck.

Other smart details: the self-covered buttons at front, the fine tucks at the waistline, and the new sleeves which are slightly puffed at shoulder and fitted at wrist. The sectional skirt is flared at the front. The dress comes in correct sizes and proportions for average, short or tall stout women.

COLORS: Black; royal blue; deep wine. SIZES: 38 to 58 bust including HALF-sizes. Lengths: 48 to 52 inches. Our very low price... \$3.98
Postage 12¢ extra.

Transparent Velvet for Flattery!

(B) 3 P 331—Paris cables proclaim the importance of Velvet this season! This is splendid news for the stout woman, for she knows how flattering this material is to her face and to her figure.

For this very attractive Dress we have used luxurious, superior quality Transparent Velvet with a deep rayon pile and a firm silk backing. Its rich and lustrous beauty is admirably suited to the classically simple lines of this Dress!

Soft tucks at the shoulder and the waistline create a smart, draped effect that is becoming to the woman of larger figure. V-neck is trimmed with a gorgeous sparkling ornament. And you will like the new sleeves, which are pleated at the top in the very latest manner. The dress-material belt has a self-covered buckle. The well-fitting, sectional skirt flares gracefully at the front.

COLORS: Black; dark green. SIZES: 37 to 59 bust. Length about 50 inches... \$10.95
Postage 12¢ extra.

LACE
INSERTS

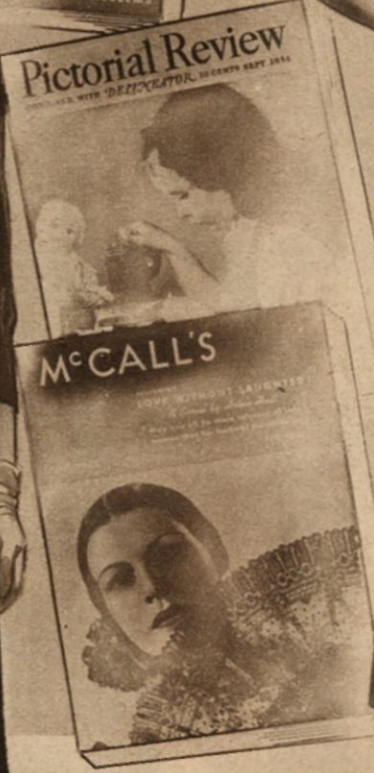
(A)
ACETATE
RAYON
PEBBLE
CREPE
\$3.98

(B)
TRANSPARENT
VELVET
\$10.95

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
29

As Seen in the Leading MAGAZINES!



PICTURED here are three dresses which have appeared in our ads in many of the country's leading fashion magazines.

They were chosen to represent us because they're typical of the styles, the quality, and the low prices that have made us famous.

3 P 332—Last year, dresses of this same material sold at \$3.98 and \$4.95! That's why, at \$2.98, we consider this Dress so outstanding in value, and why we selected it for our Magazine Ads!

Of Acetate Pebble Crepe—all-rayon fabric that looks, feels and wears like silk, and drapes beautifully. There is dainty shirring at shoulders to create fullness; the smart ¾-length sleeves have pleats at top to form puff, and an inverted pleat at bottom. V-neck is outlined with pleated white Lace. Sectional skirt is flared at the front.

COLORS: Navy blue, black or dark green. SIZES: 37 to 59 bust. Length about 50 inches. Price... Postage 10¢ extra. **\$2.98**

3 P 773—Here's a surprise! For would you ever dream that this Dress is only \$4.95? Superbly flattering—no wonder we featured it in our Magazine Ads!

It's made of Acetate Pebble Crepe, an all-rayon fabric that looks, feels and WEARS like silk. And we have used lustrous, matching lace for the capelet sleeves, which have appliques of the dress material. Lace also trims top of front over-panel, attached to pointed sash-belt. Sectional skirt is flared at front. In proportions to fit average, short or tall stout women.

COLORS: Black; navy; lilac. SIZES: 38 to 58 bust including HALF-sizes. Lengths: 48 to 52 inches. Postage 12¢ extra. **\$4.95**

3 P 772—This Dress, featured in our Magazine Ads, is winning hundreds of new friends for us. New, slenderizing, low-priced... a very appealing style.

Made of Spun Rayon with a small percentage of Wool for warmth; has a silvery look and resembles expensive challis. Contrasting non-rust Talon slide fastener, leatherette belt and piping, which simulates pockets. Skirt is slightly flared at front. Sizes for average, short or tall stout women.

COLORS: Chocolate brown or dark oxford gray, each with green trim; navy with dark Copen blue trim. SIZES: 38 to 58 bust meas. including Half-sizes. Lengths: 48 to 52 inches. Postage 10¢ extra. **\$3.98**

ACETATE
RAYON
PEBBLE
CREPE
and
LACE

\$4.95

SPUN
RAYON-
and-
WOOL
CHALLIS

\$3.98

WITH TALON
SLIDE
FASTENER

ACETATE
RAYON
PEBBLE
CREPE

\$2.98

PAGE
30



THREE-PIECE SUITS
Coats
may be
purchased
separately

WOOL-
and-
RAYON
TWEED

THREE-PIECE SUIT \$9.85
COAT ONLY \$5.95
SKIRT ONLY \$2.98
BLOUSE ONLY \$1.98

COAT AND SKIRT OF WOOL- and- RAYON TWEED
BLOUSE OF ACETATE RAYON

COAT AND SKIRT OF ALL-WOOL CREPE
BLOUSE OF PURE-DYE ALL-SILK FLAT CREPE

THREE-PIECE SUIT \$16.95
COAT ONLY \$9.85
SKIRT ONLY \$3.98
BLOUSE ONLY \$3.98

COAT-JACKET and SKIRT \$14.95
COAT ONLY \$7.95
JACKET and SKIRT \$7.95



A Three-piece Suit of this same quality sold at \$10.95 last year. This Suit consists of Coat, Skirt and Blouse. The full-length Coat and Skirt are of sturdy Tweed sprinkled with white flecks (about 55% Wool; balance Rayon). All pieces may be bought separately but you save by buying Suit.

The unlined Coat has a Balmacaan collar that may be buttoned up high. Two patch pockets. Blouse (see small view) is of fine quality Acetate Pebble Crepe—all rayon fabric that looks, feels and wears like silk. Sectional skirt with front-flared swing.

COLORS: Chocolate brown mixture with chocolate brown blouse, or black mixture with black blouse, or navy mixture with navy blouse. **SIZES:** 37 to 59 bust measure. Coat length about 50 inches. Skirt length about 33 inches; a wide hem.

3 P 344—Complete Three-piece \$9.85 Postage 16¢ ext.
Suit: Coat, Skirt and Blouse.

3 P 345—Coat only. State color and size desired. Our low price. \$5.95 Postage 12¢ ext.

3 P 346—Skirt only. Sizes: 32 to 54 waist. State color, waist mens. \$2.98 Postage 8¢.

3 P 347—The Blouse only. Please state color and size. Our low price. \$1.98 Postage 4¢.

This Three-piece Suit is typical of the grand values offered by Lane Bryant! The full-length Coat and the Skirt are of superior quality All-Wool Crepe that is warm and durable. The Blouse is made of superior quality, washable Pure-Dye All-Silk Flat Crepe, which will wear even better than weighted Silk (please see the editorial on page 33).

The straight-hanging Box-Coat is unlined and neatly finished inside. Double, standing collar may be buttoned back at each side in Tuxedo style, or worn closed. Raglan sleeves. Blouse, which has tucked bib-front, may be worn inside skirt, or as an over-blouse (see the small view). Box-pleat in front-skirt.

COLORS: Black with white blouse; also navy blue or chocolate brown, each with eggshell blouse. **SIZES:** 37 to 59 bust. Coat length about 50 inches. Skirt length about 33 ins.; wide hem.

3 P 340—Three-Piece Suit: Box-Coat, Skirt and Blouse. Our very low price. \$16.95 Postage 16¢ ext.

3 P 341—Coat only. Please state color and size desired. \$9.85 Post. 12¢

3 P 342—Skirt only. **SIZES:** 32 to 54 ins. waist; give color, size. \$3.98 Post. 8¢

3 P 343—The Blouse only. Please state the color and size. \$3.98 Post. 4¢

A Suit of this same quality sold at \$16.95 last season. This Suit consists of full-length swagger Coat, Jacket and Skirt. Of superior Tweed in a flecked herringbone weave (about 72% Wool, balance Rayon for pliability). You may buy coat or jacket-suit separately, but you save by buying three-piece outfit.

The Jacket has a notched collar, two slit pockets (see small view). The Skirt has kick-pleat at front. Coat and jacket are unlined and neatly finished inside.

COLORS: Dark Oxford gray, navy blue or chocolate brown mixtures. **SIZES:** 37 to 51 bust. Coat length about 50 inches. Skirt length about 33 inches; wide hem.

3 P 333—Complete Three-piece Ensemble. State color and size desired. Our price. \$14.95 Postage 18¢ ext.

3 P 334—Coat only. State color and size. \$7.95 Postage 12¢ ext.

3 P 335—Jacket and Skirt. State color, size \$7.95 Postage 16¢ ext.



What is it made of?
How will it wear?
How will it wash?
and, Will it fade?

How Materials are *Tested* in our Own Laboratory

IMAGINE two pieces of dress material that look alike and feel alike—but one of them will wear twice as long as the other.

IMAGINE two other fabrics that look and feel about alike, and actually wear alike, but one of them costs more than it should.

IMAGINE colors that "run" or fade in the sun; fabrics that fray or wear thin in spots; materials that "muss" or that stretch and sag; coatings with more weight than warmth; linings that belie their very name; corsets with steels

that rust or that "poke through"; shoes that crack or with seams that rip; clothes that are lovely to look at but that are terrible to wear.

It is to AVOID all of these pitfalls that we supplement our experience by maintaining our modern Laboratory for TESTING our fabrics.

To have the BEST that each price affords is our constant custom, our never-failing practice. Hence our Laboratory, where a skilled chemist TESTS almost everything we sell—for our information, and for YOUR PROTECTION.



How much wool: how much cotton?

Many lovely coatings and dress and suit materials are of the good old-fashioned kind, 100% wool. In many others, equally desirable in every way—sometimes they're actually more desirable—the Wool is mixed with Silk or Rayon or Cotton, or with any two or all three of these supplementary fibres. You are entitled to know which kind you are buying. And you are entitled to know that the kind you buy will WEAR... Our Laboratory tells us; our Style Book tells YOU.



Yes, Acetate is one kind of rayon...

There are several KINDS of Rayon, and many qualities of each. ALL of them are man-made, some to resemble silk, others to look like wool. As with all of our other materials, we use only the TESTED qualities of the better kinds of Rayon, and these are entirely beyond reproach. Our Acetates, for example—indeed ALL of our silky-type Rayons—look like, feel like and WEAR like silk. They have a draping quality all their own; and we KNOW they'll wear because we test them.



How we test for strength; for WEAR

Ten men pulling on each end of a rope in a "tug of war" would test the strength of the rope. A machine in our Laboratory similarly tests the pulling strength of fabrics, before and after each fabric is seamed. Another machine (pictured at left) tests the "pushing" or bursting strength of fabrics—and still another tests for WEAR. Comparing two similar materials, our test proved that one will stand far more strain, give far greater wear. THIS one we bought—for it STOOD our TEST.



Is the color tub-fast? Is it sun-fast?

An old-fashioned tub and a wash-board is all one needs to determine the washability of a dress that has been purchased and worn. But we use a small washing machine that gives us the equivalent of several tubbings for testing each washable fabric, and we do this BEFORE it is made-up—indeed, before we buy it—for we reject sub-standard quality of every kind. And we test for sun-fastness, too—for who wants a fabric that's going to fade... Surely not us; surely not YOU.



**SUPERIOR
 QUALITY
 PURE-DYE
 ALL-SILK
 CANTON
 CREPE
 \$7.95**

New Shirring in Pointed Effect

3 P 349—This smart, beautifully-fitting Dress will wear as well as it looks, for it is made of an excellent quality fabric that we've tested in our own laboratory, as described at the left.

Of soft-draping, superior, Pure-Dye All-Silk Canton Crepe that wears better than Weighted Silk (see our editorial top of page 33). Notice that shirring, one of the smartest details of the season, is used in a new and interesting way. Shirring in pointed effect at the front of the flat waistline, together with tucks at the shoulder, creates soft fullness. The sleeves are daintily shirred at top.

The sash-belt, which comes from each side of the shirred front, will give you a trimmer and slimmer waistline. At the V-neck, self-material "spagheti" cording is trimmed with a sparkling ornament. New, smart pleating at front of skirt.

Colors: Black; navy; deep purple. Sizes: 37 to 59 bust. About 50 ins. long; wide hem. Postage 12¢ extra. **\$7.95**

PERFECT-FITTING FROCKS

IN LUXURY

Pure Dye Silk

Cost LESS in terms of wear

PURE-DYE Silk, that aristocrat of all silks, is now brought to you by Lane Bryant in beautiful Dresses that are amazingly LOW in price!

Yes, we mean amazingly low! For in terms of WEAR, Pure-Dye Silks are far superior to ordinary Weighted Silks, the kind you've probably always worn. Since Pure-Dye Silks wear much longer, they cost you LESS in the long run!

To be sure we are right, our chemist made a series of tests in our own Laboratory. The object was to compare the wearing quality of Pure-Dye Silk with Weighted Silk . . . to find the answers to these important questions:

Question: How does Pure-Dye Silk differ from Weighted Silk?

Answer: Nearly all silk contains a certain amount of weighting. If the amount is very small and if within a required legal minimum, Federal Law permits describing it as Pure-Dye Silk. But when more weighting is used, the fabric must be called Weighted Silk—and in Weighted Silks this excess of weighting frequently amounts to over 50%. This means that less than half the total weight is silk. But Pure-Dye Silk is ALWAYS at least 85% ACTUAL SILK.

Question: What, if any, is the difference in WEAR?

Answer: As you and so many others know, most Weighted Silks wear quite well. But all Pure-Dye Silks wear BETTER. Our Laboratory tests show that Pure-Dye Silk will stand two to three times as much resistance to strain and two to six times as much resistance to rubbing as will Weighted Silk of the same weight per yard.

Question: What extra cost?

Answer: Pure-Dye Silk costs a little more, a dollar or two per dress, but that means money saved if the dress wears twice as long. Pure-Dye Silk looks better and drapes better, too. We offer three Pure-Dye Silk Dresses on this page and others throughout the Book. In terms of wear, they cost much LESS!

The Dress at Left

3 P 358—Trapunto work (a very dainty self-color padded design of the dress fabric) is one of the smartest decorative details of the season! We've used this attractive trimming to adorn the sleeves and the front-waist of this very becoming Dress.

Of superior quality, Pure-Dye All-Silk Canton Crepe which will wear even better than Weighted Silk (see our editorial above).

The full sleeves are unusually interesting, with pleats at top and fitted wrists. Soft fullness is provided by the shirring at the shoulders and by the tucking at center-front of the waist.

Notice the row of sparkling buttons that starts from the harmonizing color flower at the neck. You will like the long, slenderizing lines of the skirt: rows of tucking run down from the waistline, releasing smart unpressed pleats at the bottom.

COLORS: Black, navy blue or chocolate brown. **SIZES:** 37 to 59 bust. Length about 50 inches; a wide hem. Price Postage 12¢ extra. **\$9.85**

LANE BRYANT Page
39th St. at Fifth Ave. 33
NEW YORK, N. Y.

PURE-DYE ALL-SILK CANTON CREPE

3 P 352
\$5.95

3 P 355
\$6.95

3 P 352—Slenderizing lines, perfect fit and careful workmanship . . . all yours for so little money! This Dress has everything that you could want!

Of a lovely quality of Pure Dye All-Silk Canton Crepe, which will wear even better than a Weighted Silk (see editorial at top of page).

You'll appreciate the flattering effect of the circular jabot below the becoming V-neck, and the lovely ornament. There is dainty shirring at the shoulders to lend softness. A pointed yoke at the center-front of the waistline. The new, smart sleeves are gathered at the top to create a puffed effect. The sectional skirt flares gracefully at front.

COLORS: Black or navy blue or chocolate brown. **SIZES:** 37 to 59 bust measure. Length about 50 ins. Our very low price . . . Postage 12¢ extra. **\$5.95**

3 P 355—In style, fit and fabric this Dress is an exceptional value! It's of superior quality, Pure-Dye All-Silk Canton Crepe which will wear even better than Weighted Silk (see editorial, top of page).

Slenderizing pointed yoke at waist continues to form two panels in skirt. Belt comes from either side and fastens at the back with self-covered slide buckle. Soft shirring at shoulders and gathers above waist-yoke provide fullness.

Smart, ¾-length sleeves are gathered at the bottom in draped effect and puffed at the shoulders. Dainty ornament and self-covered buttons at the front. The skirt is slightly flared at the front.

COLORS: Black, navy blue or dark green. **SIZES:** 37 to 59 bust. About 50 inches long. Postage 12¢ extra. **\$6.95**

WITH
TRAPUNTO
WORK

PURE-DYE
ALL-SILK
CANTON
CREPE
3 P 358
\$9.85



This SUPER-MADE LABEL...



APPLIQUES
ON
CHIFFON



PURE-DYE
ALL-SILK
SEMI-SHEER
CANTON
CREPE

\$12.95



BRAID
EMBROIDERY

(B)
SUPERIOR
QUALITY
ALL-RAYON
FAILLE
\$7.95



(C)
ACETATE
RAYON
PEBBLE
CREPE
DRESS AND
BOLERO
JACKET
\$8.95



(A) 3 P 774—At Left: Wherever you go, you'll make a stunning picture in this smart, Super-Made Dress. Of superior, Pure-Dye Semi-sheer All-Silk Canton Crepe which wears better than Weighted Silks (see editorial on page 33). Sheer All-Silk Chiffon, with flower-shaped appliques of dress material, forms back shoulder-yoke (see small view) as well as inserts at front shoulders and on bracelet-length sleeves.

New, slashed square neck; tucks at each side of neck and shirring above the front waist-yoke add fullness. A twin row of buttons down front. Smart unpressed pleat at front of skirt gives a slight flare. Comes in correct sizes and in proportions for average, short or tall stout women.

COLORS: Black or navy. SIZES: 38 to 58 bust including HALF-sizes. Lengths: 48 to 52 inches; wide hem. \$12.95

Postage 12¢ extra.

(B) 3 P 775—Above: This slenderizing and well-fitting Super-Made Dress is made of superior quality All-Rayon Faille—a fabric that looks, feels and WEARS like silk and has a lovely soft-draping quality.

The trimming is new and distinctive: matching color soutache braid embroidery forms a beautiful, vine-like, pattern from the shoulder to the hem. Equally new and smart is the lustrous, ciré binding which starts at the square neck and outlines the simulated front-opening. The pointed cuffs are trimmed with the braid. Inverted pleat at the center-front of the skirt. This Dress is provided in correct sizes and proportions to fit average, short or tall stout women.

COLORS: Black or dark green. SIZES: 38 to 58 bust measure including HALF-sizes. Lengths: 48 to 52 inches; a wide hem. Fine value at our very low price. \$7.95

Postage 12¢ extra.

(C) 3 P 360—Ultra smart and unusually beautiful—this Super-Made Two-piece Dress! The attractive Bolero Jacket is trimmed with rich, matching color braid embroidery. The bolero and skirt-section of the dress are of Acetate Pebble Crepe with a satiny back. The contrasting color blouse-section is of soft-draping Acetate Pebble Crepe. Both of these All-Rayon materials look, feel and WEAR like silk.

And you'll love the smart, new color combinations. The blouse-section (see the small view) has a draped front-neck held by a sparkling ornament. There is shirring at the shoulders to lend fullness. The two-tone sash combines both materials. Sectional skirt is flared at the front.

COLORS: Black with royal blue; navy blue with Copen blue. SIZES: 37 to 59 bust. About 50 inches long. \$8.95

Postage 12¢ extra.

means superiority in every respect

WITH great pride we dedicate these two pages of SUPER-MADES to the stout woman who wants the very best in quality, style and fine workmanship. These attractive Dresses prove their superiority by wearing longer and by retaining their smartness for seasons!

Choose your new Fall and Winter wardrobe from these pages. You will find it an economy to do so—for quality and wear considered, these Dresses are exceptionally LOW-priced!



METALLIC CLOTH TRAPUNTO WORK



D
PURE-DYE
ALL-SILK
CANTON
CREPE

\$10.95

E
SUPERIOR
QUALITY
LIGHT-
WEIGHT
ALL-WOOL
CREPE

\$7.95

F
PURE-DYE
ALL-SILK
CANTON
CREPE

\$10.95

G
PURE-DYE
ALL-SILK
ROUGH
CREPE

\$16.95

D 3 P 777—This Super-Made Dress will be popular with stout women. Of soft-draping superior, Pure Dye All-Silk Canton Crepe that will wear better than Weighted Silks (see editorial on page 33).

The slenderizing surplice has flat pleats to waist; the sleeves also have flat pleats at the top. Ornament at neck. Box-pleat at front-skirt. Provided in sizes for ALL stout women.

In black, navy or dark green. SIZES: 38 to 58 bust including HALF-sizes. Lengths: 48 to 52 ins.; wide hem. Post. 12¢ ext. **\$10.95**

E 3 P 361—This Super-Made Dress, superior in quality and style, is a "buy" at \$7.95!

It's tailored of light-weight All-Wool Crepe in shirtwaist style. Three pointed pockets with self-color Trapunto work (a padded design worked into dress material). Contrasting buttons and hankie. There's a box-pleat at the front-skirt.

COLORS: Black with royal blue trim, or chocolate brown with rust trim, or dark Oxford gray with green trim. SIZES: 37 to 59 bust. About 50 inches long; wide hem. Postage 12¢ ext. **\$7.95**

F 3 P 362—This Super-Made Dress is a remarkable value at \$10.95. Of superior, Pure-Dye All-Silk Canton Crepe which wears better than Weighted Silks (see editorial on page 33). Fine matching Lace is appliquéd in leaf-effect around the neck and down the front; sparkling ornament. The dress has shirring at the shoulders and new pleating at front-skirt.

COLORS: Navy blue, black or dark green. SIZES: 37 to 59 bust. Length about 50 inches; a wide hem. Postage 12¢ extra. **\$10.95**

G 3 P 363—At right: A Super-Made Dress of soft-draping, superior, Pure-Dye All-Silk Rough Canton Crepe which will wear better than Weighted Silks (see editorial page 33).

The details are lovely: Trapunto-worked (padded) metallic cloth, in contrasting color, forms a graceful pattern on the sleeves. Metallic cloth vestee and trim on sash. Sparkling pin. Shirring at the shoulders and gathers above the pointed waist-yoke at front add softness. Slightly flared skirt.

COLORS: Black or navy, each with royal blue-and-gold trim. SIZES: 37 to 53 bust. About 50 inches long. Postage 12¢ extra. **\$16.95**

Evening Stars

that FIT and
flatter YOU



(A)
TRANSPARENT
VELVET
\$16⁹⁵
LINED
AND
INTERLINED



(B)
LACE
BLACK,
NAVY OR
SHELL
PINK

SLIP
INCLUDED

\$7⁹⁵



(C)
\$6⁹⁵

DRESS AND
BOLERO JACKET

ACETATE
RAYON
PEBBLE
CREPE



(A) 3 L 376—Every woman is aware of how very important it is to look "just right" for all dress-up, social occasions! And here is our suggestion on how to look lovely when you enter or when you leave: wear this glamorous, elegant Evening Coat with an attached Hood-Collar! A fine value at \$16.95.

This ankle-length Coat is made of supple Transparent Velvet with lustrous rayon pile and with firm silk backing.

Collar may be worn in cowl fashion at the back, or may be worn as a hood for warmth and also to protect your hair (please see the small views).

The sleeves are gathered and are stiffened at the shoulders in puffed effect. The lining is of white all-rayon celanese taffeta; warmly interlined.

COLOR: Black only. SIZES: 37 to 53 bust meas. Length about 55 inches. Our very low price... **\$16.95**

Postage 16¢ extra.

(B) 3 L 377—Last year, a Dress of this same quality Lace sold for \$8.95! Now we offer this beautiful style, so lovely in line and detail, for \$7.95!

We have made this Dress entirely of soft, lustrous Lace. Its exquisite pattern and floating grace combine to disguise the lines of the stout figure. Ankle-length and dressy, yet not too extreme—the sort of Party Dress that is so versatile and so very becoming.

Scalloped V-neck is accented by a cluster of contrasting color flowers. You'll like the flattering effect of the graceful, scalloped capelet sleeves.

The sectional skirt is flared very gracefully at the front and the back. Matching color bodice-top slip made of lustrous, all-rayon crepe is included.

COLORS: Black; navy; shell-pink. SIZES: 37 to 59 bust. Length about 55 inches. Our low price... **\$7.95**

Postage 12¢ extra.

(C) 3 L 378—You'll be the star of the evening when you wear this simple, softly-tailored Party Dress! Fine value!

It has a dual personality: with the Bolero-Jacket, it's perfect for informal occasions. Without it, you've a stunning Gown for formal, "dress-up" affairs.

Both Dress and Bolero-Jacket are of Acetate Pebble Crepe, all-rayon fabric that looks, feels and wears like silk.

The Jacket has puffed sleeves. The slenderizing Dress is gathered at the shoulders and above the waist-yoke at front (see small view) to create a soft silhouette. Contrasting corsage at the front V-neck. A moderately low V-back. Sectional skirt is flared all around.

COLORS: Black, royal blue or white (in white, this dress is suitable for members of the Eastern Star or other organizations). SIZES: 37 to 59 bust. Length about 55 inches... **\$6.95**

Postage 14¢ extra.

Y DECORATIVE
Sleeves
glorify these
DRESS-UP
fashions



D
ACETATE
RAYON
PEBBLE
CREPE

\$5.95

BRAID-
EMBROIDERED,
NET

D 3 P 379—If you thrill to the rich appeal of embroidery, this lovely Dress is made expressly for you! Of Acetate Pebble Crepe, all-rayon fabric that looks, feels and wears like silk.

Fine Net, embroidered with matching color braid, is used for the inserts in the sleeves, for the shoulder-yoke at front and for the rounded back yoke (see small view). The braid-trimmed neck has two sparkling clips. Smart shirring below creates soft fullness. The sectional skirt is flared at front.

COLORS: Black, navy blue or dark green. SIZES: 37 to 59 bust measure. Length about 50 inches. Postage 12¢ extra. **\$5.95**

F 3 P 781—At right: Here is a lovely Dress with an air of glamorous gaiety! Of superior weighted All-Silk Georgette Crepe. Capelet sleeves have inserts of matching Lace, which is also used for the smart roll collar and vestee. Lovely ornament at neck. Pointed waist yoke; soft shirring at the shoulders. Sectional skirt is flared all-around. Matching, bodice-top slip of all-rayon flat crepe is included. In proportions for average, short or tall stout women. COLORS: Black or navy (also in white, for members of Eastern Star and other organizations). SIZES: 38 to 58 bust. Lengths: 48 to 52 ins. **\$7.95** Post. 12¢



E
SUPERIOR
QUALITY
ALL-RAYON
FAILLE

\$6.95

APPLIQUES ON LACE

E 3 P 780—This Dress is designed to make you look sizes smaller. Its modified surplice, pointed waist-yoke and straight skirt with two box-pleats create lines flattering to your figure. Of superior quality All-Rayon Faille that looks, feels and wears like silk. Self-material designs are appliquéd on matching Lace inserts in the sleeves and below shirred shoulders. Flower at neck. In sizes and proportions for average, short or tall stout women.

COLORS: Black, deep wine or navy blue. SIZES: 38 to 58 bust including HALF-sizes. Lengths: 48 to 52 inches; wide hem. Our price... Postage 12¢ extra. **\$6.95**



F
GEORGETTE
AND
LACE

\$7.95

SLIP
INCLUDED



G
ACETATE
RAYON
PEBBLE
CREPE

\$4.95

APPLIQUES
ON
MARQUINETTE

With Appliquéd Marquissette Trim

G 3 P 380—Only \$4.95, but this attractive Dress has exquisite details which you usually associate with a much higher price.

For example, note the bracelet-length sleeves in slenderizing raglan style. Each has a wide insert made of fine, matching color marquissette with fancy appliques of self-material, lending a dress-up air.

We've made it of soft-draping Acetate Pebble Crepe, lovely all-rayon fabric that looks, feels and wears like silk. There is dainty white piping around the V-neck, which is trimmed with a pretty clip at the front. Sash-belt ties at front with a leaf-like buckle made of matching, simulated leather. The sectional skirt is flared at front.

COLORS: Black or navy blue. SIZES: 37 to 59 bust meas. About 50 inches long. An exceptionally fine value... Postage 12¢ extra. **\$4.95**

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
37

WITH
TALON
SLIDE
FASTENER

GENUINE CAPESKIN
OR GENUINE
SUEDE LEATHER \$1.00

Smart Belt in choice of two
leathers. Self-covered buckle.
1 1/2-ins. wide. Black; chocolate
brown; navy; dark green; red;
deep wine; luggage tan; deep
rust; royal blue. Fits 32 to 34
inch waist; state waist measure.
7 P 15—Of Genuine Capeskin
Leather. Price... \$1.00
Postage 5¢ extra.
7 P 703—Genuine Suede Leather.
Our low price... \$1.00
Postage 5¢ extra.

(D)
COLLAR OF
LACE
AND NET

(F)
COLLAR OF
IRISH LACE
AND PIQUE

CHOICE
\$1.00
EACH

(A)
SPUN
ALL-RAYON
CHALLIS

\$3.98

Crown
Tested
Quality

The materials of these two becoming
styles are CROWN-TESTED—meaning
that their durability is approved by
the Better Fabrics Testing Bureau and
also by Lane Bryant's own Laboratory.

(A) 3 P 790—Above: Shirtwaist Dress of
superior Spun All-Rayon Challis in
a chalk-striped pattern—a fabric that
looks and feels like fine wool challis.

White non-rust Talon slide-fastener
at front with pull ornament. Shirring
at shoulders. Box-pleat at front-skirt.
Comes in correct sizes and proportions
for average, short or tall stout women.

COLORS: Navy blue, black or dark
green, each with white stripe. SIZES:
38 to 58 bust including HALF-sizes.
Length: 48 to 52 inches; a wide hem.
Our unusually low price... \$3.98
Postage 10¢ extra.

(B) 3 P 791—At Right: This Dress is an
excellent buy at \$2.98. It's of fine
quality Spun All-Rayon Challis—looks
and feels like wool challis. Contrasting
buttons and belt buckle. Sectional skirt
flared at front. Proportions and sizes
for average, short or tall stout women.

COLORS: Navy, dark green or dark
rust. SIZES: 38 to 58 bust including
HALF-sizes. Length: 48 to 52 inches.
Our unusually low price... \$2.98
Postage 10¢ extra.

(B)
SPUN
ALL-RAYON
CHALLIS

\$2.98

(C)
DRESS WITH
EITHER
COLLAR

\$4.89

DRESS
WITHOUT
COLLAR

\$3.98

CREPE
LANETTE

(E)
DRESS WITH
EITHER
COLLAR

\$3.89

DRESS
WITHOUT
COLLAR

\$2.98

ACETATE
RAYON
PEBBLE
CREPE

HERE are two charming "Basic" Dresses which will make even a limited wardrobe
seem large! Smart when worn without a collar, they are even more attractive
when worn with a collar... especially true when it's one of the two pictured above!

(C) 3 P 381—This Dress with either of the
two collars pictured above is only \$4.89.
You may buy the dress separately at \$3.98,
or the collar at \$1.00. All are fine values.

The Dress is of Dotted Crepe Lanette, a
smooth all-rayon fabric that looks, feels
and WEARS like silk. Shirring below the
shoulder-yoke. Smart 3/4-length sleeves. The
pointed waist-yoke continues to form a panel
in the skirt; belt ties in back. Skirt is
flared at front. COLORS: Navy or black,
each with white dot. SIZES: 37 to 59 bust
measure. About 50 inches long. State the
style number and color of dress and collar,
also size of dress. Our low price for the
dress with either collar... \$4.89
Postage 12¢ extra.

3 P 382—Same Dress without collar (see
small view). Our low price... \$3.98
Postage 10¢ extra.

(D) 7 P 701—Collar only: Of fine quality
Lace, attractively edged with pleated
Net. Snaps under the lovely bow at front.
COLORS: White; shell-pink; ecru. Please
state bust measure and we'll send correct
size. Our unusually low price... \$1.00
Postage 3¢ extra.

(E) 3 P 383—Last year, a Basic-Dress of
this quality sold for one dollar more!
This Dress may be bought with collar shown
or with the collar pictured on the adjacent
figure for only \$3.89. You may buy the dress
separately at \$2.98 or the collar at \$1.00.

The Dress is of Acetate Pebble Crepe,
a soft-draping all-rayon that looks, feels
and wears like silk. Fullness is added by
shirring at shoulders and gathers above the
pointed waist-yoke. Sectional skirt flared
at front. COLORS: Black; navy; chocolate
brown. SIZES: 37 to 59 bust. Length about
50 inches. State style number and color of
dress and collar, also the size of dress. Price
for dress with either collar... \$3.89
Postage 12¢ extra.

3 P 384—Same Dress without Collar (see
small view). Our low price... \$2.98
Postage 10¢ extra.

(F) 7 P 702—Collar only: Of crisp White
Pique with tiny buttons at each lapel.
Lovely hand-crocheted Irish Lace trimming.
Smart bow. Snaps at back. COLORS: White
or powder blue. State bust measurement
we'll send your correct size... \$1.00
Postage 3¢ extra.

Proving...

You needn't be SLIM to be SMART

WITH
TALON
SLIDE
FASTENER

①
\$2.98
SET

TWIN SET
with TALON
SLIDE FASTENER

② 8 L 108—You will adore this Twin Sweater Set! Coat-Sweater is knit of Brushed Yarns (about 25% soft Mohair; balance fine Cotton). Downily soft as brushed wool, it has a silvery, frosty look. Non-rust Talon slide fastener down front.

Slip-over Sweater is made in a plaid pattern (about 15% Wool; the balance of cotton). Both garments are snugly ribbed at neckband, sleeve bands and waistband. COLORS: Dark green (shown), chocolate brown, navy, each with harmonizing plaid. SIZES: 37 to 51 bust. Set. \$2.98 Postage 14¢ extra.

③
ALL-WOOL
\$1.98

TYROLEAN
STYLE

④ 8 L 109—New sweater fashions show Tyrolean influence! This sleeveless Sweater is of fine All-Wool Worsted, with multi-colored edging in honeycomb stitch at armholes, neck, down front opening. Drawstring at waist has pompon ends.

COLORS: Black (pictured), navy blue or dark green, each with multi-colored trim. SIZES: 37 to 59 bust measure. Our price... \$1.98 Postage 8¢ extra.

⑤
SPUN
RAYON
\$2.98

⑥
WOOL-AND-
RAYON
PLAID

\$6.95

SCARF INCLUDED

⑦ 3 L 779—This becoming Dress is suitable for practically any sort of occasion! It's tailored of soft, Wool-and-Rayon Checked Plaid (of about 56% Wool), that is especially fashionable this season. In smart coat-style; buttons down the front.

There's a simple, notched collar. The harmonizing Ascot scarf is made of acetate rayon pebble crepe. The sleeves are gathered at the shoulder. Carried in sizes and proportions for average, short or tall stout women.

COLORS: Wine (pictured), royal blue or dark gray mixtures. SIZES: 38 to 52 bust including HALF-sizes. Lengths: 48 to 52 inches; a wide hem. Our very low price... \$6.95 Postage 14¢ extra.

⑧ 8 L 105—You'll love this Two-piece Suit! Jacket or Skirt may be bought separately, but you save by getting the Suit. Jacket-front is of Knitted Spun All-Rayon, that looks and feels like suede. Back of Jacket, collar, long sleeves and pockets match skirt of Knitted Spun Rayon-and-Cotton, slightly brushed to give a soft finish. Ribbed cuffs and waist. Full-length, non-rust Talon slide fastener.

COLORS: Royal blue with gray (pictured), dark brown with tan, or dark green with gray. SIZES: 37 to 51 bust. Skirt length about 34 ins.; wide hem. Two-piece Suit... \$3.79 Postage 14¢ extra.

8 L 106—Jacket only. Our price... \$1.98 Postage 8¢ extra.

8 L 107—Skirt only. SIZES: 32 to 46 waist measure. Our very low price... \$1.98 Postage 8¢ extra.

At Right: A Breathtaking Buy at only \$2.98!

⑨ 3 L 385—This becoming Dress is of long-wearing, fast-color, Printed Spun Rayon. Note how softly the jabot falls, how attractively it's gathered at the shoulders. Flower at neck. Smart, three-quarter length sleeves. Sectional front-flared skirt.

COLORS: Navy blue with print pictured, wine with Copen blue-gold-and-white print, black with rose-gold-and-white print or chocolate brown with rose-aquamarine green-and-white print. SIZES: 37 to 59 bust measure. Length is about 50 inches. An exceptionally fine value at our price... \$2.98 Postage 8¢ ext.

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
39

Slenderizing TRANSPARENT VELVETS

ALL stout women adore the glamorous flattery of Transparent VELVET! The eight charming and beautiful Super-Made Dresses on this and on the opposite page are all fashioned of superior Transparent Velvet—a lustrous supple quality with a rich rayon pile and a firm silk backing.

Lane Bryant
NEW YORK
SUPER-MADE



WITH
METALLIC
LACE

BROCADED

UNLINED
WRAP

3 L 366

\$8.95

LINED AND
INTERLINED

3 L 367

\$10.95

Above: A Super-Made Wrap that will glorify your formal afternoon or evening costumes! Made of superior Transparent Velvet, in a graceful length. May be purchased unlined or with lining and warm interlining.

Parallel rows of stitching trim the full-length Tuxedo collar. The $\frac{3}{4}$ sleeves are gathered at the top. Black self-material cherries at the shoulder. COLOR: Black. SIZES: 37 to 59 bust. Length about 36 ins.

3 L 366—Unlined; neatly finished on the inside. Price \$8.95

Postage 12¢ extra. 3 L 367—Lined with white all-rayon taffeta; interlined. Price \$10.95

Postage 14¢ extra. At Right: Three-Piece Suit

3 L 368—Last year a Suit of this material was \$25.00! Now THIS lovely Super-Made Three-piece Velvet Suit with Lace Blouse is only \$19.85! The Skirt and the unlined Coat are made of lustrous, superior quality Transparent Velvet. You may buy Coat and Skirt Set or the Blouse alone, but you save by getting the complete, three-piece Suit.

The Coat has loose, $\frac{3}{4}$ -length sleeves. Sectional Skirt is flared at the front and is attached to a built-up top made of ecru, weighted all-silk flat crepe. Lace Blouse has a jabot and collar edged with matching scalloped silk chiffon (see small view).

COLOR: Black only with an ecru blouse. SIZES: 37 to 59 bust measure. Full length is about 50 inches. Coat is about 38 inches long. Three-Piece-Suit. Price \$19.85

Postage 16¢ extra. 3 L 369—Coat and Skirt only. State size desired. Two-piece Suit. Price \$16.95

Postage 14¢ extra. 3 L 370—Blouse only. Mention size desired when ordering. Our price. Price \$4.95

Flared Ankle-length Style

3 L 364—Rich, superior quality Transparent Velvet combined with Lace is used for this Super-Made Party Dress! Its price is very low for such quality and smartness.

The Lace, beautifully decorated with attractive metallic threads in a fine all-over design, is used for the exquisite, shirred, draped sleeves as well as for the lovely trimming at the front and back of the waist (note the small view).

Flattering neckline. Shirring at each shoulder and at the front, where it's neatly trimmed with a sparkling ornament. Gathers above the shaped front waistline give soft fullness. Self-material sash. The becoming ankle-length skirt flares gracefully all-around.

COLORS: Black or deep wine. SIZES: 37 to 53 bust. Length is about 55 inches. Price \$19.85

Postage 16¢ ext.

PAGE 40 We GUARANTEE to please YOU—or we'll send your money back

3 L 365

\$16.95

SILK SLIP INCLUDED

3 L 365—This Dress is of superior quality, lustrous Brocaded Transparent Velvet! To form the lovely brocaded design, the pile of the velvet has been skilfully removed to show the ground of sheer chiffon. It is a typical Super-Made in every detail and a marvelous value, for last year, a Dress of the same fabric sold for \$19.85.

The raglan, capelet sleeves flare very gracefully. You will like the simple roll collar, the soft shirring at the shoulders and the slenderizing, double-pointed front waist-yoke. A handsome ornament trims the V-neck. Ankle-length skirt flares softly all around. A bodice-top Slip of matching weighted all-silk flat crepe is included.

COLORS: Black or royal blue or dark green. SIZES: 37 to 59 bust. Length about 55 inches. Fine value. Price \$16.95

Postage 16¢ extra.



COAT and
SKIRT

3 L 369

\$16.95

BLOUSE
ONLY

3 L 370

\$4.95

THREE-
PIECE
SUIT

WITH LACE
BLOUSE

3 L 368

\$19.85

more VELVETS, and all Super-Made

AND these Super-Mades are outstanding in VALUE as well! You will note that their prices are LOWER, while their fine workmanship, smart styling and very beautiful fabric (luxurious Transparent Velvet with a glossy rayon pile and firm silk backing) are, as always, of the BEST!



3 L 371
\$12.95

BROCADED
SLEEVES



3 L 372
\$12.95

3 L 372—Shown Above: Super-made splendor! This Dress is of a superior quality, luxurious Transparent Velvet. The sleeves have a smart scroll design formed by removing the velvet pile to show the chiffon ground.

Detachable metallic cloth piping around neck and at front closing, which has three sparkling clasps. An extra strip of white all-rayon sharkskin crepe piping is included. Sectional skirt is flared at the front.

COLORS: Black; deep wine; chocolate brown. SIZES: 37 to 59 bust. About 50 inches long. Price... **\$12.95**

Postage 16¢ extra.

3 L 371—At Left: This lovely Super-Made Party Dress is of superior quality, lustrous Transparent Velvet. Brocaded Transparent Velvet sleeves (design formed by removing the pile of the velvet to show the chiffon ground). Ruffled neckline is trimmed with two clips. The ankle-length circular skirt is flared all-around.

COLORS: Black or deep purple. SIZES: 37 to 53 bust. About 55 inches long. Price... **\$12.95**

Postage 16¢ extra.



3 L 373
\$9.85

3 L 373—This Super-Made Dress of superior quality Transparent Velvet is yours for only \$9.85. Last year, our lowest price for a Dress of this fine quality of Transparent Velvet was \$10.95.

You'll like its simple lines, perfect for informal or dress-up occasions. Rhinestone pin at the shoulder accentuates the dark gloss of the material. Soft cowl neck; puffed sleeves are pleated into the shoulder. The sectional skirt is flared at the front.

COLORS: Black; royal blue; deep wine. SIZES: 37 to 47 bust. About 50 ins. long. Price... **\$9.85**

Postage 12¢ extra.



3 L 374
\$14.95

With Slenderizing Sleeves
in Scallop-Striped Effect

3 L 374—The glowing flattery of Velvet, could anyone possibly resist it? No wonder it's the favorite of all stout women, for it is a subtle slenderizer.

This charming, Super-Made Dress is tailored of rich Transparent Velvet in a supple, superior quality—a fine value at \$14.95. Flattering to your figure; a slenderizing scallop-striped effect has been achieved on the sleeves by removing the pile of the velvet to show the sheer silk chiffon ground.

There are lovely contrasting flowers at the neck; a smart, double material collar. Soft shirring at the shoulders. Sectional skirt is flared at front.

COLORS: Black; dark green; royal blue. SIZES: 37 to 59 bust. About 50 inches long. Price... **\$14.95**

Postage 16¢ extra.

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
41

✓ *Checked* for
 ✓ **STYLE**
 ✓ **VALUE**
 ✓ **FIT**



(A)
 SATINY-
 BACK
 ACETATE
 RAYON
 CREPE
 \$4.95

(A) 3 L 782—Your friends won't be able to guess the low price of this lovely Dress! Of Satiny-Back Acetate Crepe—an all-rayon fabric that looks, feels and wears like silk.

New flat collar; the soft jabots are appliquéd with matching Lace. Harmonizing flower. The graceful fullness of sleeves is gathered into pointed cuffs. Flattering shirring at shoulders; pointed yoke at waist continues to form a panel in the slightly flared front-skirt. Belt comes from each side, ties in back.

The dress is provided in correct sizes and PROPORTIONS to fit average, short or tall stout women.

COLORS: Navy blue (pictured), black or dark raisin (a new, dark, soft plum). **SIZES:** 38 to 58 bust including HALF-sizes. Lengths: 48 to 52 inches. Price... **\$4.95**

Postage 12¢ extra.

PAGE 42 Send us your correct measurements... we will send correct size



(B)
 SUPERIOR
 QUALITY
 ALL-WOOL
 JERSEY
 \$3.98

(B) 3 L 783—Shown Above: A dress of this same material, superior quality All-Wool Jersey, sold for \$4.95 last year. Note how cleverly it is used in this Dress. The slenderizing lines and the soft, non-clinging fabric will flatter you immensely.

The simple, scalloped collar is very becoming. Buttons trim the simulated front-opening. Neat tucks at each shoulder yoke. Two box-pleats at the front of the skirt. Comes in correct sizes and proportions for average, short or tall stout women. **COLORS:** Wine (pictured), dark green, navy blue or chocolate brown. **SIZES:** 38 to 58 bust measure including HALF-sizes. Lengths: 48 to 52 inches. A wide hem. Our very low price... **\$3.98**

Postage 12¢ extra.

At Right: Smart Redingote-Effect

(C) 3 L 784—If you wore a size 16, you couldn't ask for a more smartly-styled Dress than this one! It is tailored of Acetate Pebble Crepe—a lovely all-rayon material that looks, feels and WEARS like silk. An exceptional value at \$4.95. The full-length, contrasting color panel down the front, outlined by two rows of fagoting, creates a redingote effect. Comes in correct sizes and in proportions for average, short or tall stout women.

COLORS: Black with royal blue (pictured), navy blue with Copen blue, or chocolate brown with dark green. **SIZES:** 38 to 58 bust including HALF-sizes. Lengths: 48 to 52 inches; a wide hem... **\$4.95**

Postage 12¢ extra.



(C)
 ACETATE
 RAYON
 PEBBLE
 CREPE
 \$4.95

REDINGOTE
 EFFECT



(D)
 ALL-RAYON
 MATELASSÉ
 \$4.95

Above: A Becoming Style with Smart Details

(D) 3 L 785—If you are stout, and if you have high standards concerning fit and value, Madam, here's the Dress for you! For it has everything that will appeal to you!

* **Fabric:** Stunning All-Rayon Matelassé: very superior quality, "blistered" material that's woven of fine all-rayon yarns (about 65% Acetate). Will wear exceptionally well.

* **Style:** Note the attractive square neck trimmed with clips and with tie ends from either side forming a bow at the front. The shirring at shoulders and the tucking at center-waist lend a soft, becoming fullness. Self-covered buttons to waist. The sectional skirt flares gracefully at the front.

* **Fit:** This dress is provided in correct sizes and proportions to fit average, short or tall stout women. All in all, it is truly an outstanding buy at our price, only \$4.95.

COLORS: Dark green (pictured), black or deep wine. **SIZES:** 38 to 58 bust measure including HALF-sizes. Lengths: 48 to 52 inches. Our very low price... **\$4.95**

Postage 12¢ extra.

Necklines that make FASHION Headlines



E
ACETATE
RAYON
PEBBLE
CREPE
\$4.95

NAIL-HEAD
TRIMMING

E 3 L 786—This is a season of elegance in trimming! We have used rich and gleaming, gold-colored nail-heads on this attractive Dress made of Acetate Pebble Crepe—a soft-draping all-rayon material that looks, feels and WEARS like silk. A very fine value at our price, only \$4.95.

You will be delighted with the long, slimming lines created by the nail-heads, which are arranged in striped-effect on the long sleeves. The simple roll collar is accented by a gold-colored ornament and by the tiny petal-shaped jabot, which also has nail-head trimming. Shirred at shoulders. Sectional skirt flares at the front. Provided in sizes and proportions to fit average, short or tall stout women.

COLORS: Black (pictured), navy blue or deep purple, each with gold-colored nail-heads. **SIZES:** 38 to 58 bust measure including HALF-sizes. Lengths: 48 to 52 inches. A real bargain at... **\$4.95**
Postage 12c extra.



H
ACETATE
RAYON
PEBBLE
CREPE
\$5.95



F
SUPERIOR
QUALITY
ALL-WOOL
CREPE
\$6.95
with
TALON SLIDE FASTENER

F 3 L 788—Above: Here is a smartly made Dress that has a versatile neckline! You may wear it low, or high with the collar closed (see the small view) by adjusting the matching, non-rust Talon slide fastener, which goes to the waist. The dress is of supple, superior quality. All-Wool Crepe. Harmonizing stitching trims collar, slenderizing V-shaped panel at the front-waist and two patch pockets. Box-pleat at front of skirt. In sizes and proportions for average, short or tall stout women. **COLORS:** Dark green (pictured), chocolate brown, navy blue or wine, each with harmonizing stitching. **SIZES:** 38 to 58 bust meas. including HALF-sizes. Lengths: 48 to 52 inches; wide hem. **\$6.95**
Postage 14c extra.

At Left: New Coat-Effect Closing
H 3 L 787—“Diagonal lines are slenderizing lines!” says this stunning Dress! Note how the diagonal closing to waist seems to subtract inches from the bust. In simulated coat-style, scalloped from neck to hem, with a contrasting color panel backing the scalloping. Of soft-draping, Acetate Pebble Crepe—an all-rayon fabric that looks, feels and WEARS like silk. Comes in correct sizes and proportions for average, short or tall stout women. **COLORS:** Dark rust with stone blue trim (shown), black with dark green trim or navy with Copen blue trim. **SIZES:** 38 to 58 bust including HALF-sizes. Lengths: 48 to 52 inches; wide hem. **\$5.95**
Postage 12c extra.



G
SPUN
RAYON
\$4.95
VELVERAY
APPLIQUES

G 3 L 789—The material of this Dress is as soft and supple as the finest wool challis. It is Spun Rayon Challis in a superior quality that is Crown-Tested which means its durability is approved by the Better Fabrics Testing Bureau and by Lane Bryant's own laboratory.

All-over permanently-appliqued Velveray pattern resembles fine chenille embroidery. The draped, clip-trimmed neckline has a white vestee that's of rayon crepe. The sectional skirt is flared at front. Correct sizes and proportions for average, short or tall stout women.

COLORS: Navy blue (pictured) or black or dark rust, each with white. **SIZES:** 38 to 58 bust meas. including HALF-sizes. Lengths: 48 to 52 inches. Price **\$4.95**
Postage 12c extra.

...for Fall
Street Costumes

...for Winter
Under-Your-Coat
Wear

WITH
TALON
SLIDE
FASTENER

NEW
ALL-RAYON
CHUCKERSPUN

3 L 778
\$5.95

With Removable Studs

3 L 778—This tailored Dress is made of "Chuckerspun"—a superior, Spun All-Rayon in subdued heather-effect. The fabric sensation of the season! Looks and feels like fine, light-weight wool and will wear wonderfully well.

This material is especially adapted to your favorite shirtwaist styling. Flat tucks run from shoulder-yoke to waistline (see the small view for back). Front-opening stud buttons. Kick-pleat at front-skirt. Sizes and proportions for average, short or tall stout women. COLORS: Oxford gray with royal blue studs, dark green with lighter green studs, or dark rust with amber-colored studs. SIZES: 38 to 58 bust including HALF-sizes. Lengths: 48 to 52 inches; a wide hem. Our price...

Postage 12¢ extra. **\$5.95**

KNITTED
FRILL
BOUCLÉ
TWO-PIECE
DRESS

[BLOUSE
and SKIRT]

8 L 189
\$5.95

KNITTED
ALL-WOOL
WORSTED
TWO-PIECE
DRESS

[BLOUSE
and SKIRT]

8 L 190
\$6.95

KNITTED
ALL-WOOL
WORSTED
THREE-PIECE
TWIN SWEATER
SUIT

[BLOUSE,
JACKET
and SKIRT]

8 L 191
\$6.95

8 L 190—Above: One of the outstanding trends this season is to Knitwear. This smart and attractive Two-piece Dress is knitted of All-Wool Worsted in a ribbed stitch that will slenderize. Dress will fit smoothly and will not lose its shape.

The Blouse has a convenient, non-rust metal Talon slide fastener at the front of the smartly-shaped, high neck. Two, pert patch pockets. The becoming straight Skirt has a kick-pleat at the front.

COLORS: Dark green, skipper blue or wine. SIZES: 37 to 59 bust measure. Skirt length is about 34 inches; a wide hem. Price for Two-piece Dress... **\$6.95**

Postage 14¢ extra.

8 L 191—Above: Why spend valuable time knitting when Lane Bryant offers you such a delightful Three-piece Twin-Sweater Suit for \$6.95? Consists of Blouse, Jacket and Skirt—each may be used with other outfits.

Knit of All-Wool Worsted in a flattering smart stitch. The Slip-over Blouse, which is in lighter, contrasting color, has short sleeves (see small view). Skirt is slightly flared. There is ribbing at the waistband and sleeves of both the blouse and jacket.

COLORS: Navy with Copen blue, wine with gray, or black with royal blue. SIZES: 37 to 59 bust. Skirt length about 34 inches. Price for Three-piece Suit... **\$6.95**

Postage 16¢ extra.

At Left: Lovely Frill Bouclé Flatters Your Figure

8 L 189—Last year, a Dress of this same fine quality sold for \$6.95! You will like this Two-Piece Dress for the way it combines soft femininity with its smart, tailored lines. Skillfully knitted of Frill Bouclé—a durable, silky all-rayon yarn with a slightly rough texture. The graceful blouse is in a lovely, lacy stitch. Soft jabot has a button-trimmed center panel. Snug, ribbed cuffs. The plain Skirt is knitted in an attractive pattern.

COLORS: Navy blue, rust, dark green. SIZES: 37 to 59 bust measure. Skirt length is about 34 inches; wide hem. Price, Two-piece Dress... **\$5.95**

Postage 14¢ ex.

(B)
TWO-PIECE SUIT
VELVETEEN
CORDUROY
\$4.95
FUR FABRIC
TRIMMING

VALUES...that are outstanding in STYLE...LOW PRICE...QUALITY

(E)
SPUN RAYON
CHALLIS
\$2.98
WITH TALON
SLIDE FASTENER



(A)
ALL-RAYON
FLAT
CREPE
\$2.98



(D)
SPUN
RAYON
CHALLIS
\$1.98



(C)
ACETATE
RAYON
PEBBLE
CREPE
\$3.98



(F)
TWO-PIECE
SUIT
RAYON-and-
WOOL TWEED
\$3.98

(A) 3 L 792—Truly an exceptional value! This Printed Dress is of smooth All-Rayon Flat Crepe that looks, feels and WEARS like silk. Softly-draped over-panel; flower trim. Sectional skirt is flared at the front. In proportions and sizes for average, short or tall stout women. COLORS: Navy with three-tone blue-and-white print; purple with three-tone lavender-and-white print. SIZES: 38 to 58 bust measure including HALF-sizes. Lengths: 48 Postage 10¢ ext. Our price. \$2.98

(B) 5 L 252—Two-piece Suit of superior Cotton Velveteen Corduroy—a real find at \$4.95! Well-fitting, unlined Jacket with collar, cuffs and trimming on the two patch pockets of Gray Astrakhan Fur Fabric. Box-pleat at front-skirt. COLORS: Black, navy or bottle green, each with gray fur fabric trim. SIZES: 37 to 59 bust. Skirt is about 34 inches long; a 2-inch hem. Suit \$4.95 Postage 14¢ ext.

(C) 3 L 796—LOW in price, and a joy to wear for this Dress is made of soft-draping Acetate Pebble Crepe, an all-rayon that looks, feels, and wears like silk! Shirred over-jabots are attached at waistline; white vestee. Sectional skirt is flared at front. In proportions and sizes to fit average, short or tall stout women. COLORS: Black; dark rust; navy. SIZES: 38 to 58 bust including Half-sizes. Lengths 48 to 52 ins. \$3.98 Postage 10¢ ext.

(D) 3 L 386—A Dress of the same material sold for \$2.98 in last winter's Book! This Dress, priced only \$1.98, is featured in our Magazine Ads because it's such a thrilling value. Made of Spun Rayon Challis that looks and feels like wool challis. Scalloped collar. Shirring below shoulder-yokes. Trimmed with harmonizing color buttons. Sectional skirt is flared at the front. COLORS: Black; navy; chocolate brown; deep wine. SIZES: 37 to 59 bust. Postage Length is about 50 inches. \$1.98 8¢ ext.

(E) 3 L 387—Fine value at \$2.98! This Dress is of Printed Spun Rayon Challis—has the softness of fine wool challis. Non-rust Talon slide fastener. Simple shirtwaist collar. Two patch pockets. Kick-pleat at front of skirt. Colors: Dark green with rose-gold-and-white print, or navy with green-gold-and-white print. SIZES: 37 to 59 bust. About \$2.98 Postage 50 inches long; wide hem. 10¢ ext.

(F) 5 L 251—A typical Lane Bryant value: this Two-piece Suit for only \$3.98! Fabric is a stunning, woven Tweed mixture; sturdy, warm (about 60% Rayon; the balance Wool). Unlined Jacket has a smart notched collar; two patch pockets. There's a kick-pleat at front-skirt. COLORS: Cocoa brown, black or light navy, each in tweed mixture. SIZES: 37 to 59 bust. Skirt length about 34 ins.; \$3.98 Postage wide hem. Two-piece Suit. 12¢ ext.

For Blouses to wear with the two Suits on this page, see page 22.



POPLIN
UNIFORM
CHOICE OF
LONG or
SHORT
SLEEVES

\$1.79
EACH

SANFORIZED

Removable Link Buttons

(A) You'll like the smart, trim lines of this Uniform. It's designed for nurses, dietitians and maids, and is equally smart for housewives.

Made of durable Cotton Poplin, Sanforized so it won't shrink, no matter how often it is laundered. In choice of long or short sleeve styles.

Notched collar. Neat tucking at the front. This uniform is easy to iron, for the mother-of-pearl link buttons at the front are removable. Buttons down to the waist. Has three patch pockets, each with a pointed stitched-down flap; pointed cuffs.

COLORS: ALL-white (pictured); also fast-color green or Copen blue, each with white collar and cuffs. SIZES: 37 to 59 bust measure. About 51 inches long; 2-inch hem.

5 L 481-In long sleeve style. Our low price. \$1.79
5 L 480-Short sleeve style. Our low price. Postage 8¢ ext.



(B)

DRESS AND
JACKET
BORDERED
RAYON-
AND-
COTTON
CREPE

\$2.98



(C)

DRESS AND
APRON
COTTON
SATEEN
AND
PRINT
CLOTH

\$1.98



Lovely Jacket-Dress

(B) 5 L 271—Isn't it thrilling to be able to buy such a stunning, well-fitting Jacket-Dress for only \$2.98! It's made of very rich-looking Rayon-and-Cotton Crepe in a floral bordered print.

The border print trims the front and comfortable 3/4 length sleeves of the flattering hip-length Jacket. Note that the border print is also used to make the vestee of the short-sleeved Dress (see the small view). There's a bow at the front. And don't overlook the soft shirring at the shoulders. The sectional skirt is flared at the front.

COLOR: Navy blue only with print pictured. SIZES: 37 to 59 bust meas. Length is about 51 inches. Our price for the Jacket-Dress... \$2.98
Postage 10¢ extra.

Dress and Matching Apron

(C) 5 L 272—What could be smarter for serving Sunday supper! Appealing Coat-Dress and Matching Apron made of Black Cotton Sateen in lustrous, firm quality. Excellent value at \$1.98.

We've used fast-color Cotton Print Cloth as a gay accent. Front-buttoning Coat-Dress (see the small view) has a turn-down collar faced with the print, which is also used to make the belt. Neat, puffed sleeves; red buttons. The full-cut Apron has waistband, ties, patch pocket and border of the print.

COLOR: Black only with multi-color printed trim pictured. SIZES: 37 to 59 bust measure. Length is about 51 inches. Apron is about 24 inches long. Price for Two-piece Set... \$1.98
Postage 10¢ extra.

At Left: A New Version of the Smart Shirtwaist Dress

(D) 5 L 270—You'll agree that \$2.98 is a very low price for such a good-looking Dress! Of warm, woolly Crepe (a Cotton fabric with a small percentage of Wool). Styled along the smart shirtwaist lines you love so well. You'll find that this Dress will give you smoother and slimmer lines. There is shirring at each side below the yoke-front. The double, pointed collar has a tie made of self-fabric cording. You'll like the button-trimmed center panel, which has a fold at each side. The box-pleat at front of skirt provides walking comfort.

COLORS: Bottle green (pictured) or dark Oxford gray or wine, each with subdued silvery flecks. SIZES: 37 to 59 bust measure. Length is about 51 inches. 2-inch hem. Our low price... \$2.98
Postage 10¢ ext.

(D)
COTTON-
AND-
WOOL
CREPE

\$2.98

(E)
RAYON-
AND-
COTTON
CREPE
\$1.59

YOUR CHOICE OF SIX STYLES

\$1.59 EACH OR *Any* 2 FOR \$3.00

(J)
WOVEN
COTTON
SHEPHERD
CHECK
\$1.59



(G)
COTTON
CREPE
\$1.59

(H)
COTTON
BROADCLOTH
\$1.59



(K)
SUPERIOR
QUALITY
PRINT
CLOTH
\$1.59

(E) 5 L 264—Would you ever guess the price of this Dress to be only \$1.59? It's made of fast-color, Dotted Rayon-and-Cotton Crepe with white Lace edging V-neck. Shirring at the shoulders. Sectional, front-flared skirt. COLORS: Navy (pictured) or wine, each with white dot. SIZES: 37 to 59 bust. About 51 inches long. Postage 8¢ ex. **\$1.59**

(G) 5 L 269—Looks as though it costs much more! This Shirtwaist Dress of fast-color, Printed Cotton Crepe has two ruffles at each side of the button-trimmed front panel. Box-pleat at front of skirt. COLORS: Navy with print pictured; black with violet-rose-and-green print. SIZES: 37 to 59 bust. Length about 51 ins.; 2-inch hem. Postage 8¢ ext. **\$1.59**

(J) 5 L 265—A Dress of this material sold for \$1.98 last year! Of Woven Cotton Shepherd Check—has a soft "woolly" finish. Wing-shape collar; warm, long sleeves. Box-pleat at front-skirt. COLORS: Black (shown) or navy, each with white check. SIZES: 37 to 59 bust. About 51 inches long; 2-inch hem. Our low price... Postage 8¢ ex. **\$1.59**

(F) 5 L 268—Cotton Challis in a floral-stripped print is used for this fast-color Coat-Dress. Front buttoning style. The sash comes from each side of panel-front and ties in back. Two pockets. COLORS: Navy or brown, each with multi-color print pictured. SIZES: 37 to 59 bust. Length about 51 ins. Our low price... Postage 8¢ ex. **\$1.59**

(H) 5 L 266—Note the looping that edges the cuffs and crossed collar of this Dress, and front-yoke with fullness below! Of fast-color Cotton Broadcloth in a floral print. Box-pleat at front of skirt. COLORS: Copen blue (shown), navy or wine, each with white print. SIZES: 37 to 59 bust. About 51 inches long; 2-inch hem. Our price... Postage 8¢ ext. **\$1.59**

(K) 5 L 267—Grosgrain ribbon bows trim this Dress of superior quality, fast-color Cotton Print Cloth! There is soft fullness below front shoulder-yoke; square neck. Pleats at the skirt-front. Navy with print pictured; wine with Copen blue-rust-and-white print. SIZES: 37 to 59 bust. About 51 inches long. 2-in. hem. Postage 8¢ ex. **\$1.59**

OUR SPECIAL OFFER: ANY 2 dresses (two of one style or one each of any two styles shown on this page) for **\$3.00** Postage 14¢ ext.

A
MERCERIZED
FOULARD
\$179

Six Outstanding Values in Fast-Color Dresses

E
PERCALE
79¢

C
COTTON
SUITING
\$179

D
BORDERED
COTTON
CREPE
\$198

EACH WITH
SLIDE FASTENER

B
COAT
DRESS
PRINT
CLOTH
\$100

F
COAT
DRESS
PRINT
CLOTH
\$129

A 5 L 259—Look neat as a pin in this Fast-color Dress of Mercerized Foulard! Fine value. White Lace edges the collar and smart scalloped revers. Opens down to waist. Long sleeves; patch pockets. Box pleat at the front of skirt.

COLORS: Black or navy, each with white dots; brown with eggshell dots. **SIZES:** 37 to 59 bust. About 51 ins. long; 2-in. hem.

Post. 8¢ ext. **\$1.79**

B 5 L 261—Only \$1.00 for this lovely Coat-Dress of Fast-color Cotton Print Cloth! Collar and pockets are trimmed with attractive harmonizing color bias tape. Buttons down the front.

COLORS: Navy blue with Copen blue-rose-and-green, or black with gray-rose-and-green, each with white. **SIZES:** 37 to 59 bust. About 51 inches long.

Post. 6¢ ext. **\$1.00**

C 5 L 263—A buy at only \$1.79! Dress made of fast-color Cotton Suiting in a striped, tweed-like print. Smartly tailored. Bias-striped panels at sides of non-rust slide fastener. Pleat at the front of skirt.

COLORS: Navy blue with rose-and-gold stripes, or black with rose-and-green stripes. **SIZES:** 37 to 59 bust. About 51 inches long; 2-inch hem.

Post. 8¢ ext. **\$1.79**

D 5 L 258—This fast-color Dotted Bordered Cotton Crepe Dress is a "find" at \$1.98. The border print trims the long sleeves, the front-panel, the collar and the cuffs. Non-rust slide fastener at neck; kick-pleat at the front of the skirt.

COLORS: Navy or wine, each with white. **SIZES:** 37 to 59 bust. About 51 ins. long; 2-in. hem.

Post. 8¢ ext. **\$1.98**

E 5 L 260—A Fast-color Dress made of Printed Percale—good value at 79¢! Harmonizing color piping, buttons. Shoulder yoke with fullness below. A notched, simulated closing; box-pleat at the front of the skirt.

COLORS: Copen blue with navy-and-white print, gray with wine-and-white print, or wine with gray-and-white print. **SIZES:** 37 to 59 bust. About 51 ins. long.

Postage 6¢ extra. **79¢**

F 5 L 262—Coat-Dress of fast-color Dotted Cotton Print Cloth; buttons all the way down the front. Trimmed with matching, solid color bands that are edged with white rick-rack braid. The belt from each side of the front panel ties in the back.

COLORS: Wine, lavender or navy, each with white dots. **SIZES:** 37 to 59 bust. About 51 inches long.

Post. 8¢ ext. **\$1.29**

Slip-Over Aprons

ANY 3 FOR

\$1.00

5 L 36
PERCALE

CHOICE OF FOUR STYLES

\$1.00 each

F
PRINT
CLOTH
\$1.00



Slip-over Aprons Above

5 L 36—These slip-over Aprons made of fast-color Percale are all in the same style, with cross-panels running from shoulders to meet skirt in back (see small view). White bias tape trim.

Three for \$1.00; one of each, or any combination of three in a choice of patterns, colors and sizes. SIZES: 37 to 59 bust. About 41 inches long.

Apron A: Navy with red-and-white, or red with navy-and-white, or Copen blue with navy-and-white. Apron B: Navy blue-red-and-white plaid, only. Apron C: (pictured on large figure) Copen blue with rose, rose with blue or maize with green, each with white.

ANY THREE APRONS \$1.00

Postage 8¢ extra.

"COVERALL" APRONS

2 for \$1.00

Apron at Right

5 L 35—For good looks and for protection, wear this Coverall Apron of fast-color Percale.

It slips easily over your head and ties at both sides, keeping your dress covered at the front and the back (see small view).

White bias tape trims patch pocket and the top at front and back and is also used to edge the slashed openings at shoulders. Built-up top with self-material bow. You'll find this apron easy to iron, for it opens out flat.

COLORS: Navy blue, black or Copen blue, each with red-green-and-white print. SIZES: 37 to 59 bust. Length about 44 inches. TWO Aprons for \$1.00

Postage 5¢ extra.



5 L 35
PERCALE

D 5 L 253—Twin Dots serve twin purposes, making you look both slimmer and smarter! This fast-color Dress is made of Twin-Dotted Cotton Print Cloth. The lighter "twin" forms collar and the pleated jabot, which is edged with the darker print. Belt comes from sides of front-panel and ties in back. A pleat in each sleeve. COLORS: Navy, lavender, or green, each with white. SIZES: 37 to 59 bust. Length is about 51 inches. Our low price \$1.00

Postage 6¢ ext.

E 5 L 255—This attractive Dress is made of fast-color Cotton Print Cloth in a scroll pattern. Lace-edged, white Piqué collar; a ruffle-trimmed front panel. The sectional skirt is flared softly at front. COLORS: Copen blue or rose, each with navy-and-white print; also green with brown-and-white print. SIZES: 37 to 59 bust. Length is about 51 inches. Our very low price. \$1.00

Postage 6¢ ext.

F 5 L 254—Only \$1.00 for this long-sleeved Dress made of fast-color Cotton Print Cloth! Notched lapels; self-fabric bow. The shoulder yoke is gathered to provide fullness over the bust. Box-pleat at front-skirt. COLORS: Navy or black, each with white print. SIZES: 37 to 59 bust. Length about 51 inches. Price. \$1.00

Postage 6¢ ext.

G Sturdily-made and full-cut for comfort—this fast-color Work Dress is a fine buy at \$1.00. Choice of long sleeve or short sleeve styles. Made of long-wearing Hickory-striped Cotton fabric; ideal to wear when working around the house or farm. All seams are well-reinforced. Button closing down the front; patch pockets. Collar may be worn open at neck as pictured, or closed. COLOR: Navy only with white stripes. SIZES: 37 to 59 bust. Length about 51 inches; a 2-inch hem.

5 L 256—In Long Sleeve style (see the large picture). Buttons at the cuffs. Our low price. \$1.00

Postage 6¢

5 L 257—Short Sleeve style (see small view).



G
WORK
DRESS
OF
HICKORY
STRIPE
\$1.00

CHOICE
OF
LONG OR
SHORT SLEEVES

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
49

HOUSE COATS

in YOUR size

(B)

ALL-RAYON
MOIRÉ TAFFETA

\$279

(E)

SUPERIOR QUALITY
FLANNELETTE

\$198

WITH
EXTRA-
LONG
SLIDE
FASTENER

WITH
EXTRA-
LONG
SLIDE
FASTENER

(A)

ALL-RAYON
TAFFETA

\$198

(D)

ALL-WOOL
FLANNEL

\$595
EXTRA-LONG
SLIDE FASTENER

(A) 6 L 902—Charming House Coat of Dotted All-Rayon Taffeta. Full, ankle-length skirt. Wrap-around style; inside ties. Puffed long sleeves puffed at top. Colors: Wine with white dot (pictured); navy with eggshell dot. SIZES: 37 to 51 bust. Length about 57 inches. Our low price. . . .

Postage 8¢ extra. **\$1.98**

(B) 6 L 903—House Coat of lustrous All-Rayon Moiré Taffeta; permanent "water-markings" woven into fabric. Flaring, ankle-length skirt. Shirred at shoulders. Wrap-around style; inside ties. COLORS: Black (shown), royal blue or wine. SIZES: 37 to 59 bust. About 57 inches long. . . .

Postage 8¢ extra. **\$2.79**

(C) 6 L 901—A border print trims front and collar of this smart House Coat. Of fast-color, superior Cotton Print Cloth. 36-inch non-rust slide-fastener with kick-pleat below. Ankle-length skirt. Belt from sides of panel-front ties in back. Colors: Navy with print shown; black with green-red-and-blue print. SIZES: 37 to 59 bust. About 57 inches long. Our price. . . .

Postage 8¢ extra. **\$1.98**

(D) 6 L 905—Warm House Coat made of superior quality All-Wool Flannel. A convenient, 36-inch non-rust slide fastener at front with kick-pleat below. Belt from sides ties at front or back. Full, ankle-length skirt. Colors: Navy (pictured); wine. SIZES: 37 to 59 bust. Length about 57 inches. . . .

Postage 12¢ extra. **\$5.95**

(E) 6 L 900—Washable House Coat made of superior, Printed Flannelette. Flared, sectional ankle-length skirt. Wrap-around style; inside ties. Colors: Copen blue with print shown, wine with navy-and-white print, navy with Copen blue-and-white print. Sizes: 37 to 59 bust. About 57 ins. long. . . .

Postage 8¢ extra. **\$1.98**

(F) 6 L 904—You'll revel in the warmth of this House Coat! Of soft, fleecy Blanket Cloth with a downy Spun Rayon pile on a closely knit cotton backing. 36-inch non-rust metal slide fastener with contrasting tape; kick-pleat below. Full ankle-length skirt. Colors: Ashes of roses with royal blue (shown); Copen blue with navy. Sizes: 37 to 59 bust. Length is about 57 inches. . . .

Postage 10¢ extra. **\$3.98**

BORDERED
PRINT
CLOTH **\$198**

RAYON
BLANKET
CLOTH **\$398**



G
BLANKET
CLOTH

\$198

Robe Above

© 6 L 906—A grand value! This Robe of downy-soft Cotton Blanket Cloth comes in a figured pattern or in solid color.

There's harmonizing color rayon satin banding on the collar. The simulated cuffs, the patch pocket and the collar are neatly trimmed with gay, two-tone cording that matches the cord belt with tasseled ends.

COLORS: Wine with blue pattern or gray with wine pattern; also solid colors, maroon or navy. SIZES: 37 to 53 bust. Length about 51 inches. Price \$1.98 Postage 12¢

Robe at Right

© 6 L 907—Cold mornings and chilly nights won't bother you if you wear this warm, soft Beacon Cotton Blanket Cloth Robe, in a quality that's famous for wear. Similar style Beacon Robe was \$3.98 last year.

Trimmed at the notched collar, the patch pocket and the stitch-down cuffs with harmonizing two-tone cording to match the cord belt with tasseled ends.

COLORS: Maroon, navy blue or chocolate brown. SIZES: 37 to 59 bust meas. Length is about 51 inches. Our low price \$2.98 Postage 12¢

H
BEACON
BLANKET
CLOTH

\$298

J
CORDUROY
(UNLINED)

\$398

(LINED WITH
ALL-RAYON
TAFFETA)

\$595

Corduroy Robe

© Here is a value that no stout woman can afford to miss! For, last winter, a similar quality Robe sold for a dollar more! This Robe is made of fine quality, durable Cotton Velveteen Corduroy in a choice of lined or unlined models.

The tailored collar fastens high with a self-covered button, but looks equally well when it's worn open. A roomy patch pocket.

COLORS: Navy blue; blue-bird blue; wine. SIZES: 37 to 59 bust measure. Length about 51 inches.

6 L 908—Unlined... \$3.98

Postage 12¢ extra.

6 L 909—With lining of matching All-Rayon Taffeta... \$5.95

Postage 12¢ extra.

All-Wool Flannel

© 6 L 910—When wintry mornings and nights are at their worst, how you will appreciate the cozy warmth of this Robe. It's made of All-Wool Flannel in a superior, long-wearing quality. Last year, a Robe of this same quality material sold for \$5.95, a full dollar more!

The smart notched collar, the trimming on the convenient patch pockets, the stitch-down cuffs and the all-around sash-belt are all of harmonizing color self-material. This Robe is beautifully tailored; provides the roomy, comfortable fit that stout women like.

COLORS: Navy blue with Copen blue trim, or wine with rose trim. SIZES: 37 to 51 bust. Length about 51 inches. Price... \$4.95 Postage 12¢ extra.

K
ALL-WOOL
FLANNEL

\$495

L
ACETATE
RAYON
CREPE

\$398

Scalloped

© 6 L 911—Here is a lovely Negligee with dainty details that every woman adores! Of Acetate Pebble Crepe, an all-rayon that looks and feels and wears like silk.

The scalloped all-around collar, revers and cuffs are all faced with contrasting self-material. All-around sash; ties on the inside.

COLORS: Black with jade green trim; also navy with copen blue trim. SIZES: 37 to 59 bust. Length about 51 inches... \$3.98

Post. 8¢ ext.

At Left: Fine Value

© 6 L 912—This Negligee is of weighted All-Silk Flat Crepe in soft-draping quality that will give you long wear. A silk robe in this identical fine quality sold for \$5.95 last year.

The slenderizing revers and collar are edged with matching color braid. The same braid is used to trim the wide bell cuffs of the ¾-length raglan sleeves. All-around sash; inside ties.

COLORS: Black, purple or wine. SIZES: 37 to 59 bust. About 51 inches long. Our low price. \$4.95

Postage 8¢

M
WEIGHTED
ALL-SILK
FLAT CREPE

\$495

LANE BRYANT Page
39th St. at 5th Ave. 51
NEW YORK, N. Y.

TWO
entire
pages
at

\$2.98
PAIR

Lady Lane ARCH-SUPPORT SHOES

Your feet require them—and You will like them

SMART, inexpensive and comfortable! Of course, we refer to our Lady Lanes which have won such praise from so many stout women.

These shoes give the stout woman the foot-smartness she craves, with the arch-support she needs. Every Lady Lane shoe on these two pages and on the following two, is . . .

- Made on our Combination Lasts, which means there is ample room through the ball of the foot, and a narrow, snug-fitting heel.

- Made with an extra-long inner counter that will give correct, firm support to the inner side of your arch.

How to ORDER Shoes

If you have a Lane Bryant shoe, merely tell us the code size that is stamped inside, near the center of the inner sole; or on outer sole near the heel; this stamping looks about like this—

SIZE
146

If you have not previously worn Lane Bryant shoes, then please follow these simple instructions:

1. Tell us your correct size and width.
2. If you do NOT know your correct size and width, send to us with your order a copy of ALL of the numbers and letters appearing within any shoe that fits your foot comfortably.
3. When ordering high shoes, tell us the exact measurement around your leg at the place where the top of the shoe would come (about seven inches upward from the inside of the shoe or from the floor when standing on floor in your stocking feet).



We have used smart, gleaming Patent Leather to highlight the velvety softness of Suede in this dressy Lady Lane Shoe! You may choose it in Black or Blue Suede.

You'll like the peaked high-front and the molded-to-the-foot lines that are so new! Matching patent leather is used for tip and insertion at front. Perforations and stitching add an attractive touch.

Matching elastic bands at each side insure snug fit. Lady Lane arch-support features. Wooden Cuban heel is covered to match the trimming. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 452—Of Black Suede. } \$2.98
16 L 453—Of Blue Suede. }
Postage 12¢ per pair.

These beautifully-designed Lady Lane Shoes come in your choice of Black Kid or Brown Kid, each with Lizard-grained Calf trimming in matching color.

The wing-shaped, high-front will make your foot look smaller. And note how the Lizard-grained Calf trim crosses at front and forms two peaks at instep. Matching color band of strong elastic at each side provides smooth, snug-fitting lines.

Lady Lane arch support features for comfort (see editorial at left). Cuban wood heel covered to match shoe. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 203—Of Black Kid. . . } \$2.98
16 L 204—Of Brown Kid. . . }
Postage 12¢ per pair.

Here is one of your favorites: the high-front, Monks'-type Shoe, and it is embellished with new touches that make it more attractive than ever!

Choose this Lady Lane Shoe in Black, Wine or Green Suede. Matching color, perforated patent leather is used for the pointed tip and scalloped border at sides and instep. The partially concealed strap, which buckles at the side, is also of the patent leather. It holds the high-front firmly, and provides support. Harmonizing color stitching.

The Cuban wooden heel is covered to match the trimming. To insure comfort, all of our famous Lady Lane arch-supporting features are included. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 220—Of Black Suede. Pair } \$2.98
16 L 221—Of Wine Suede. Pair }
16 L 224—Of Dark Green Suede } Post. 12¢ pr.

BLACK
SUEDE,
BLACK KID
OR BLACK
PATENT
LEATHER



BLACK KID
OR
BROWN KID



BLACK
SUEDE
BROWN SUEDE
OR BLACK KID



BLACK
KID,
BLUE
KID
OR
BROWN
KID



This graceful Lady Lane Shoe comes in Black Suede or Black Kid, each trimmed with matching patent leather, and also in Black Patent Leather with self-trimming. Harmonizing stitching trims pointed, high "wings." Self-leather bow, accented by a button, conceals elastic gore. Louis heel of wood covered with matching celluloid. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 L 206—Black Suede. Pair. } \$2.98
16 L 207—Of Black Kid. Pair. }
16 L 208—Black Patent Leather } Post. 12¢ pr.

You'll walk in step with fashion and you'll enjoy superb comfort with these four-eyelid Lady Lane Shoes! They have all our famous Lady Lane arch-support features for firm, healthful support.

They are carried in your choice of soft Black or Brown Kid that is very durable. The curved stitching, together with the perforated designs, make your feet look very neat and slender.

Military heel with a top-lift made of rubber for walking ease. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 242—Black Kid. . . } \$2.98
16 L 243—Brown Kid. . . }
Postage 12¢ pair.

High in front . . . hence high in fashion's favor! This Lady Lane Shoe is offered in Black Suede, Brown Suede or Black Kid.

The vamp has dainty, shiny piping down the center seam. Stitching, in a smart, harmonizing color, lends slimming lines to your foot. And you'll like the tiny perforations, too. The crinkled, stretchy bands at the sides give smooth, snug fit.

All Lady Lane arch-support features are included. The military heel of wood is covered to match the shoe. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 227—Of Black Suede. } \$2.98
16 L 228—Of Brown Suede }
16 L 270—Of Black Kid. . . } Post. 12¢ pr.

You will appreciate this comfortable Lady Lane Oxford! Comes in your choice of Black Kid, Blue Kid or Brown Kid.

Note how the pin-point perforations, radiating from tiny cut-outs, are outlined by stitching. Harmonizing color underlay.

A marvelous shoe for the stout woman who likes to walk a great deal, for its five-eyelid construction and its famous Lady Lane arch-support features combine to give you splendid support. Military heel with a top-lift of rubber. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 294—Of Black Kid. . . } \$2.98
16 L 295—Of Blue Kid. . . }
16 L 296—Of Brown Kid. . . } Post. 12¢ pr.

\$298
PAIR

Lady Lane
ARCH-SUPPORTING
SHOES

TWO pages—
FIFTEEN styles

BLACK
SUEDE
OR
BROWN
SUEDE

CALF
TRIMMING



BLACK
SUEDE,
BROWN
SUEDE
OR BLACK KID



BLACK
KID
OR
BLACK
SUEDE

PATENT LEATHER
TRIMMING



BLACK SUEDE
OR
BROWN SUEDE

PATENT
LEATHER
TRIMMING



"It's smart to cross your straps this season!" says this Lady Lane Shoe. We offer it in Black Suede or Brown Suede, each trimmed with matching color Calf.

The crossed straps and the tip, both of Calf, are daintily perforated. Buckles at the side; there is an insert of elastic at the side of each strap to insure comfort.

Military heel with a rubber top-lift. Our Lady Lane arch-support features are included to give you the maximum comfort (see editorial on opposite page). SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 218—Of Black Suede... } **\$298**
16 L 219—Of Brown Suede... }
Postage 12¢ extra per pair.

This attractive Lady Lane Oxford has the neat, trim lines every stout woman likes! And it has all of our well-known Lady Lane arch-support features which contribute so much to foot-happiness.

Choice of Black Suede, Brown Suede or Black Kid, each trimmed with radiating rows of stitching and perforations that are underlaid in harmonizing color. The sensible military heel—an ideal height for walking—has a rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 L 476—Of Black Suede... } **\$298**
16 L 477—Of Brown Suede... }
16 L 479—Of Black Kid... }
Postage 12¢ extra per pair.

You'll be delighted with the glove-like fit of this lovely Step-in Shoe! Comes in your choice of Black Kid or Black Suede, both of which are very soft and supple.

An attractive touch is provided by the narrow front insert of matching patent leather, which is trimmed with pin-point perforations. Cut-outs and smooth-fitting high front are appealing details. Matching elastic gore at each side for snug fit.

All Lady Lane arch-support features. Military heel has rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.
16 L 238—Of Black Kid... } **\$298**
16 L 239—Of Black Suede... }
Postage 12¢ extra per pair.

Simple in line, yet dressy enough for special occasions—you will find these Lady Lane Shoes a truly splendid investment! In Black or Brown Suede, each trimmed with gleaming, matching patent leather... a smart combination!

The lustrous patent leather is used for the smart, pointed tip and also for the lovely, cut-out inserts at each side.

Our Lady Lane arch-support features provide walking comfort. Cuban wood heel is covered to match trim. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 L 236—Of Black Suede... } **\$298**
16 L 237—Of Brown Suede... }
Postage 12¢ per pair.

BLUE KID
OR
BLACK
KID

Shoe at Left

The shaped, high front of this Shoe will add grace to your foot! Choice of Blue or Black Kid. High front is held firmly by the matching color patent leather strap.

Becomingly trimmed with perforations and cut-outs. Lady Lane arch-supporting features are included.

Military heel with a top-lift of rubber. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 L 240—Of Blue Kid. Per pair... } **\$2.98**
16 L 241—Black Kid. Per pair... }
Post. 12¢

Classic Type at Left

This Lady Lane Oxford is made along classic spectator sports lines. Comes in Black or Brown Suede or in Black Gabardine.

Trimmed with perforated, matching Calf. All Lady Lane features. Medium-low heel; a rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 L 303—Of Black Suede. Our price per pair... } **\$2.98**
Postage 12¢ pair.
16 L 304—Brown Suede. Price, pair... } **\$2.98**
Post. 12¢
16 L 302—Made of Black Gabardine. Price, pair... } **\$2.98**
Post. 12¢

BLACK SUEDE,
BROWN SUEDE
OR BLACK GABARDINE

MEDIUM
LOW
HEELS



BLACK VELVET,
BLACK SATIN
OR
BLACK
KID

Popular T-Strap Shoe

Such a beautiful Shoe, we have made it in three versions: in Black Velvet, Black Satin or Black Kid. Very comfortable, thanks to famous Lady Lane arch-supporting features.

All three of the materials have T-strap and trimming of matching-color Calf. Dainty stitching at the vamp lends a slenderizing effect. The Louis wood heel is covered to match shoe. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 209—Black Velvet. Pair... } **\$298**
16 L 210—Black Satin. Pair... }
16 L 211—Black Kid. Per pair... } Postage 12¢ pair.

CALF
TRIMMING



BLACK
KID

At Left: Kid Oxford

16 L 495—This good-looking Lady Lane Oxford is a great favorite with stout women.

It does more than ease the feet—it stimulates and rests the whole body! The six-eyelot style will give you firm foot and ankle support. It's made of good quality Black Kid and is trimmed with perforations.

Lady Lane arch-supporting features included. Comfortable medium-low heel has a top-lift made of rubber. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Pair... } **\$2.98**
Postage 12¢ ext.

MEDIUM
LOW
HEELS



LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
53

Lady Lane Arch-Supporting Shoes

CHOICE OF Seven STYLES

\$3.98
PAIR

MANY customers ask us how we can offer Lady Lanes at such low prices! Here's the answer: we sell so many that we can buy their fine quality leathers at lowest cost; and, through quantity production, we are able to produce their superb workmanship for less!



BLACK SUEDE
OR
BROWN SUEDE

This becoming Lady Lane is of Black or Brown Suede, accented by matching color, appliquéd braid. The eyelets and matching-color grosgrain ribbon create a laced effect.

Matching-color elastic gore at each side to give snug, firm fit. Lady Lane arch-support. Louis wood heel is covered to match the shoe. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 L 280—Black Suede. Per pair... **\$3.98**
16 L 281—Brown Suede. Per pair... Postage 12¢ pair



BLACK SUEDE,
OR GREEN SUEDE
PATENT LEATHER TRIMMING

Choose this Shoe in Black or Dark Green Suede. High, cut-out front, which is held firmly by the side-buckle strap, and tip and trim are of matching patent leather.

Lady Lane arch-support features are included for comfort. Cuban heel of wood is covered to match trimming. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.
16 L 297—Black Suede... **\$3.98** Post. 12¢
16 L 298—Green Suede... **\$3.98** Post. 12¢



BLACK KID
OR BROWN KID

Choose this smart Lady Lane Oxford for walking comfort! Made in five-eyelet style to give firm foot support. Choice of Black Kid or Brown Kid.

Trimmed with perforations and with neat stitching. All our Lady Lane arch-support features. Military heel with rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 L 282—Black Kid. Per pair... **\$3.98**
16 L 283—Brown Kid. Per pair... Post. 12¢ pr.



BLACK SUEDE
OR
BROWN SUEDE

Smart stitching lends grace to this well-fitting Lady Lane. In Black or Brown Suede.

Cut-outs and perforations are underlaid in harmonizing color. In five-eyelet style. Our Lady Lane arch-support features for comfort. Cuban wood heel is covered to match shoe. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.
16 L 454—Black Suede. Per pair... **\$3.98**
16 L 455—Brown Suede. Per pair... Post. 12¢ pr.



BLACK KID
OR
BLACK PATENT LEATHER



BLACK SUEDE
OR
BROWN SUEDE
CALF TRIMMING

ARCH-SUPPORTING OXFORDS with ORTHOPEDIC heels

Our medium-low Orthopedic heel extends underneath and supports the scaphoid bone, which adjoins the keystone of your longitudinal arch. The top-lift of rubber has two slightly raised, tough inserts of rubber-and-linen: heel gives splendid support and balance to weak feet and ankles.



16 L 699—We now present at \$3.98 this Lady Lane Oxford with an Orthopedic Heel (see description above)—a feature we've never offered at this low price.

A very becoming shoe with Lady Lane comfort features and all the advantages of an Orthopedic heel, thus giving the utmost in correct, healthful support.

Of soft Black Kid with attractive, matching Pin-seal trimming. Goodyear welt sole. SIZES: 4 to 11. Widths: C, D, E, EE, EEE. Per pair... **\$3.98**
Postage 12¢ per pair.



BLACK KID

A high-cut graceful Lady Lane that will fit your foot as smoothly as your kid glove fits your hand! This Step-in Shoe comes in choice of soft Black Kid or lustrous Black Patent Leather.

High front is accented by dainty cut-outs that have gunmetal-colored underlays. The neat, curved stitching is also gunmetal-colored. Elastic gore at each side gives snug, comfortable fit. Lady Lane arch-support features are included. The Louis heel of wood is covered to match the shoe. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 L 271—Of Black Kid... **\$3.98**
16 L 272—Black Patent Leather. Price, pair... Post. 12¢

Here is a stunning Lady Lane Shoe that will win you with its tailored, trim appearance. Self-locking, non-rust slide fastener at the front eliminates bothersome lacing and lengthy stooping! Under the fastener, there is a suede tongue to protect your stockings.

In choice of Black or Brown Suede, each trimmed with matching, perforated Calf. Matching elastic gore at each side for smooth fit. Lady Lane arch-support features for comfort. Cuban wood heel is covered to match trimming. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 L 287—Of Black Suede... **\$3.98**
16 L 288—Of Brown Suede... Postage 12¢ per pair.



PATENT
LEATHER
TRIMMING

BLACK
SUEDE
OR
WINE
SUEDE

BLACK
SUEDE,
BROWN
SUEDE
OR
BLACK
PATENT
LEATHER

This lovely, high-front Lady Lane Shoe has many smart details! Comes in choice of superior quality Black or Wine Suede, each with tip and appliques of matching patent leather. Two bands of elastic at each side give snug fit. All Lady Lane arch-support features are included. The Louis wood heel is covered to match the trimming. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 L 393—Black Suede } \$4.95 Post.
16 L 394—Wine Suede } 14¢

Lovely Lady Lane T-strap Shoe. In Black Suede or Brown Suede, each with matching patent leather; or All-Black Patent Leather. Perforated and cut out. Lady Lane arch-support. Louis wood heel covered to match trim. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 L 405—Of Black Suede } \$4.95
16 L 406—Of Brown Suede } Postage
16 L 407—Of Black Patent } 14¢ pr.

At Right: Lady Lane Step-in Shoe. In your choice of superior Black or Blue Kid. High front is trimmed with patent leather and is cut out. Two bands of matching elastic at each side for ideal fit. Louis wood heel covered to match shoe. Lady Lane arch-supporting features are included. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 L 338—Black Kid. } \$4.95 Postage
16 L 339—Blue Kid. } 14¢ ext.

BLACK KID
OR
BLUE
KID



PATENT
LEATHER
TRIMMING

BLACK SUEDE,
BROWN SUEDE
OR BLACK KID

BLACK SUEDE,
PLUM SUEDE
OR BLACK KID

Above: This Lady Lane Step-in Shoe comes in a choice of Black Suede, Brown Suede or Black Kid. Pointed high-front has a stitched insertion of matching patent leather. Matching bands of elastic at sides and a bow at front.

The Louis wood heel is covered to match trim. All our famous Lady Lane arch-support features are included for comfort. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 391—Black Suede. Pair... } \$4.95
16 L 392—Brown Suede. Pair... } Post. 14¢
16 L 357—Black Kid. Pair.... }

Simple, yet dressy. Choose this Lady Lane Oxford in Black Suede, in Plum Suede (deep purple shade that will blend perfectly with everything) or in Black Kid. Each has tip and trimming of matching color, patent leather.

It is trimmed with narrow braid, smartly appliqued. Lady Lane arch-support. Louis wood heel is covered to match trim. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 L 408—Black Suede. Pair... } \$4.95
16 L 409—Plum Suede. Pair... } Post. 14¢
16 L 410—Black Kid. Pair.... }

This appealing Oxford has a dressy look, yet includes our famous Lady Lane arch-supporting features for perfect comfort. In your choice of Black Suede or Brown Suede, each with matching patent leather trim at vamp and eyelet stays.

Rows of matching-color soutache braid lend to match the patent leather trim. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 416—Black Suede... } \$4.95 Postage
16 L 417—Brown Suede... } 14¢ pr.

BLACK
SUEDE
OR
BROWN
SUEDE

BLACK SUEDE
OR
GREEN
SUEDE
EACH WITH
PATENT
LEATHER



BLACK KID
OR
BROWN
KID
PATENT
LEATHER
TRIMMING



Here is a charming Lady Lane Shoe in your choice of Black or Brown Kid. There's a dainty cut-out insert of matching patent leather at the instep. The strap, which buckles at side, holds the high front securely. The harmonizing color stitching adds a very dainty touch.

Lady Lane arch-support features. The Louis wood heel is covered to match trim. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 418—Black Kid... } \$4.95 Postage
16 L 419—Brown Kid... } 14¢ pr.

Flexible HAND-TURNED Arch-Supporting Shoes



BLACK KID,
BROWN
KID
OR
WHITE
KID

\$3⁹⁸
PAIR

At Left: Our Comfort Classic!

A season-after-season hit! We're referring, of course, to these arch-supporting Oxfords! They combine grand comfort, good looks and an unusually low price! They're made of a well-wearing Kid, in Southern Tie style, and have a flexible Hand-Turned sole of leather and a soft, cushion felt insole.

They also have a long inner counter of leather (see the editorials on opposite page). They're so flexible that you can bend them almost double. Neat perforation trimming. Medium-low heels with rubber top-lifts for walking comfort. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 588—Of Black Kid... } **\$3⁹⁸**
16 L 589—Of Brown Kid... }
16 L 599—Of White Kid... } Postage 12¢ pair

MEDIUM
LOW
HEELS

SUEDE
Choice of
SIX Colors

\$3⁹⁸
PAIR



THE Braemoor

INTRODUCING "THE BRAEMOOR"—a bonnie walking Oxford adapted from a style being worn by the smartest feet in New York! We're thrilled to offer it to you in this comfortable, Hand-Turned shoe—as soft as butter and soothing to sensitive feet, thanks to its light-weight, flexible leather sole, its soft leather insole and its center-seamed vamp.

In fact, we're so enthused over "The Braemoor" that we've made it in your choice of SIX smart colors! It's a record-breaking value at \$3.98. May be worn two ways: laced underneath the smart, shaped tongue and tied outside the tongue (large view), or laced over the tongue in oxford style (small view). All arch-support features are included. Wooden Cuban heel is covered to match shoe. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 L 100—Of Charcoal Black Suede. Price, pair... } **\$3⁹⁸**
16 L 101—Of Hunter Green Suede. Price, pair... }
16 L 102—Of Gun-Metal Gray Suede. Price, pair... }
16 L 103—Of Dubonnet Wine Suede. Price, pair... }
16 L 104—Of Midnight Blue Suede. Price, pair... } Postage 12¢ pair.
16 L 105—Of Chocolate Brown Suede. Price, pair... }



BLACK
KID
\$2⁹⁸
PAIR

MEDIUM
LOW
HEELS

\$4⁹⁵
PAIR

BLACK SUEDE
OR
BROWN SUEDE

BLACK
KID
OR
BROWN
KID

\$3⁹⁸
PAIR

BLACK
SUEDE,
BLUE
SUEDE
OR
BLACK
KID

\$3⁹⁸
PAIR

Matching patent leather, smartly scalloped and stitched, highlights this fine Suede Oxford. The patent leather is applied at the tip and back. Hand-turned, flexible leather sole. Arch-support features. Wood Cuban heel covered to match trim. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 109—Of Black Suede... } **\$4.95** Postage 14¢ pair
16 L 110—Of Brown Suede... }

An Oxford in "Mud-guard" style—so smart, so new! Scalloped, perforated patent leather in matching color is applied at each side-front and at the eyelet stays! In Black or Brown Kid. Flexible Hand-Turned sole of leather. All arch-support features. Military heel with rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 129—Of Black Kid... } **\$3⁹⁸**
16 L 130—Of Brown Kid... } Postage 12¢ pair.

A shoe of this same quality sold for \$4.95 last Fall. Of fine quality Black Suede, Blue Suede or Black Kid, each with the scalloped tip and fan-shaped inserts of matching patent leather. Hand-Turned leather sole; all famous arch-support features. Wood military heel covered to match trim. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 L 623—Black Suede... } **\$3⁹⁸**
16 L 624—Blue Suede... }
16 L 625—Black Kid... } Post. 12¢

16 L 580—This Oxford makes a perfect walking companion! It's made of good quality Black Kid. Hand-Turned sole of leather is very flexible, and the soothing, cushion felt insole protects your feet from the stitching.

All of our arch-support features as described on opposite page included. Medium-low heel with rubber top-lift.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Price **\$2.98** Postage 12¢ per pair.

PAGE LANE BRYANT
56 39th St. at Fifth Ave.
NEW YORK, N. Y.

All of our
shoes have
Arch-Support
Features

ARCH-SUPPORTING SHOES

*Hand-Turned
for Comfort*

HERE are two pages of HAND-TURNED Shoes. They have won a splendid reputation with stout women everywhere because of the skillful way they combine light-in-weight suppleness with our correct, healthful arch-support features (see the editorials at right).

They are very graceful in appearance and in line, and are as soft and flexible as can be... when you wear them, you'll feel as though you're "walking on air"!

We are proud to offer you these splendidly made, grandly comfortable Shoes at such low prices, ranging from only \$2.98 to \$5.00.



HAND-TURNED Construction

A HAND-TURNED Shoe is made inside out like a glove, and then turned by hand; and a soft leather insole is inserted so no stitching can touch your feet. This requires very soft, flexible leathers; and with fine workmanship, the result is a supple shoe that gives comfort with every step you take.



Snug-Fitting Heels That Won't Slip

All our HAND-TURNED Shoes have snug-fitting, narrow heels which will hug your heels firmly, thus saving your stockings and also preventing any blisters or heel callouses. View "A" illustrates an ordinary heel, while View "B" pictures our own snug-fitting heel which will not slip up and down, or gape at the back or the sides.



LONG Counters of All-Leather

Each shoe on this and on opposite page has a counter of GENUINE leather. This leather counter has been purposely lengthened on the inner side (please see cut-away view above) to give correct, firm support to the arch of your foot, and do so comfortably. For stout women 'on the go' these shoes give ideal walking and standing ease.

TWO Qualities
BLACK KID

\$2.98
UP-PAIR

MEDIUM
LOW
HEELS



Two-Strap Style

Two-Strap Shoe in two qualities of Black Kid. Has a flexible Hand-Turned leather sole and a cushion felt insole.

All our famous arch-support features are included. Medium-low heel with a top-lift of rubber. SIZES: 4 to 11.

16 L 191—Of good Black Kid. Widths: C, D, E, EE and EEE.

Postage 12¢ per pair. **\$2.98**

16 L 591—Of better Black Kid. Widths: A, B, C, D, E, EE, EEE

Postage 12¢ per pair. **\$3.98**



BLACK KID
OR WHITE
KID

\$3.98
PAIR

Hand-Turned Oxford

You'll walk comfortably when you wear these Oxfords. They come in your choice of Black Kid or White Kid, daintily cut out at each side. Flexible Hand-Turned leather sole; a soft, cushion felt insole.

All the famous arch-supporting features described above are included. Military heel with a top-lift of rubber. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 114—Black Kid. Pair... **\$3.98**

16 L 115—White Kid. Pair... **\$3.98**

Postage 12¢ per pair.



BLACK
KID OR
BROWN
KID

\$4.95
PAIR

Patent Leather Trim

This Step-in Shoe comes in choice of superior Black or Brown Kid, each with stitched and scalloped, high tongue and tip of matching patent leather. Stretchy bands at each side will give you snug fit.

Flexible Hand-Turned leather sole. All famous arch-support features (see above). Military heel; rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 111—Black Kid. Pair... **\$4.95**

16 L 112—Brown Kid. Pair... **\$4.95**

Postage 14¢ per pair.



BLACK
SUEDE,
RUST
SUEDE
OR

BROWN SUEDE

\$4.95
PAIR

Smart Winged Front

For foot flattery and comfort, choose this lovely Step-in Pump with a graceful, wing-shaped front! Of fine Suede in your choice of Black, Rust or Brown. Matching elastic bands at each side for smooth fit.

Hand-Turned flexible leather sole; leather insole. All arch-supporting features. Cuban wood heel covered to match shoe. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 L 600—Black Suede... **\$4.95**

16 L 601—Rust Suede... **\$4.95**

16 L 602—Brown Suede... **\$4.95**

Post. 12¢

Arch-Supporting Shoes for BUNION RELIEF



SOFT KID
BLACK OR
WHITE

MEDIUM
LOW
HEELS

\$5.00
PAIR

No seams to
cause pain—
plenty of room
for your
bunions

This sturdy Oxford is scientifically designed to relieve your bunions and assist in curing them. Of soft, fine quality Black or White Kid, its flexible, Hand-Turned leather sole will give with every step you take. Soft, cushion felt insole.

It's extra-wide across the ball of foot to relieve pressure, and has special shaping to accommodate the tender, enlarged joint. There's no seam to irritate an already-formed bunion. Arch-support features for comfort. Medium-low heel; top-lift of rubber. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 L 199—Made of Black Kid. Price } **\$5.00** Postage 14¢ pr.

16 L 198—Made of White Kid. Price } **\$5.00** Postage 14¢ pr.

SEAMLESS OXFORDS OR BOOTS

Arch-Supporting...Hand-Turned

Designed with one thought in mind—to bring comfort and perfect support to even the most sensitive of feet! These Seamless Oxfords and Boots are made of a fine quality Black Kid that's very serviceable.

They have Hand-Turned soles made of flexible leather and soothing, cushion felt insoles. And they both have all of our famous arch-support features described and pictured at the top of this page, including snug-fitting narrow heels and long counters of all-leather to give correct, firm support to the arch of your foot. The medium-low heels have rubber top-lifts for walking comfort.

Oxford at Left

16 L 180—Made of Black Kid, neatly perforated. SIZES: 4 to 11. Widths: C, D, E, EE, EEE. Our price. **\$4.00**

Postage 12¢ pr.

Boot at Right

16 L 587—High Boot made of Black Kid with a full, wide top. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE. Our very low price. **\$5.00**

Postage 16¢ pr.



BLACK
KID
\$4.00
PAIR

MEDIUM
LOW
HEELS



BLACK
KID
\$5.00
PAIR

MEDIUM
LOW
HEELS

LANE BRYANT Page
39th St. at 5th Ave. 57
NEW YORK, N. Y.

Lane Bryant STOUT-ARCH

Superior Quality • All-Leather Construction

Your Feet REQUIRE Arch-Support

SCIENTIFIC construction is the secret of the popularity of our STOUT-ARCH Shoes. After 38 years' experience, we KNOW what features afford thorough support. These features are described at the right and on the opposite page.

All-Leather Counter
Lengthened on
the Inner Side



STOUT-ARCH shoes are made with a genuine leather counter, a counter that's been purposely lengthened on the inner side to give support to the arch of your foot, and to do so firmly, comfortably. (See cut-away view at left).

Snug-Fitting
HEELS
that WON'T slip



STOUT-ARCH shoes have narrow, snug-fitting heels that WON'T slip. View "A" pictures an ordinary heel. View "B" pictures a STOUT-ARCH heel, which will NOT slip up and down as you walk, or gape at back or sides, thus saving your stockings and preventing blisters.



BLACK
KID
OR
BROWN
KID
\$5.00
PAIR



BLACK
SUEDE
OR
BROWN
SUEDE
\$5.00
PAIR



BLACK
KID
OR
BROWN
KID
\$5.00
PAIR

A Comfortable, Long-Wearing Oxford

For smart style and for all-leather quality, get these very serviceable STOUT-ARCH Oxfords! They come in a choice of fine quality Black Kid or Brown Kid. Dainty perforations and open cut-outs form the neat trimming.

All our famous STOUT-ARCH features for comfort and support are included. All-leather construction. Goodyear welt sole. Leather military heel with a top-lift made of rubber. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 L 502—Of Black Kid. Pair... } \$5.00 Postage
16 L 503—Of Brown Kid. Pair.. } 14¢ pr.

SUEDE IS ALWAYS SMART

You'll like the trim, smart lines of this new Oxford! And our famous STOUT-ARCH features (see editorials above and on opposite page) give all possible comfort. Choice of Black or Brown Suede in fine soft quality.

The cut-outs and tiny perforations are underlaid in harmonizing color. All-leather construction; Goodyear welt sole. A wooden Cuban heel, covered to match shoe. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 510—Black Suede. Pair... } \$5.00 Postage
16 L 511—Brown Suede. Pair.. } 14¢ pr.

With Harmonizing Color Stitching

Simple in line, unusually attractive and gloriously comfortable! These STOUT-ARCH Oxfords will prove to be a truly fine investment in smart appearance and quality.

They come in your choice of Black Kid or Brown Kid, each neatly trimmed with perforations and harmonizing color stitching! Goodyear welt soles, narrow snug-fitting heels and all-leather construction. Cuban heel of leather. Sizes: 4 to 11. Widths: AAA, AA, A, B, C, D, E, EE, EEE.

16 L 652—Of Black Kid. Pair... } \$5.00 Postage
16 L 653—Of Brown Kid. Pair.. } 14¢ pr.



BLACK
SUEDE
OR
BROWN
SUEDE
\$5.00
PAIR
CALF TRIMMING



BLACK
KID OR
BROWN
KID
\$7.00
PAIR



BLACK
SUEDE
OR
BROWN
SUEDE
\$7.00
PAIR
PATENT
LEATHER
TRIMMING

New—but with the classic lines stout women love! Here is a spectator sports Oxford in choice of Black or Brown Suede. Tip and eyelet stays are of matching color calf; stitching and perforation trim. All our STOUT-ARCH features. All-leather construction. Goodyear welt sole. Wooden Cuban heel covered to match trim. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 L 508—Of Black Suede. Per pair... } \$5.00 Postage
16 L 509—Of Brown Suede. Per pair.. } 14¢ pr.

Here is a Shoe that qualifies as "best" in every sense of the word! It is of our finest quality Black or Brown Kid—soft, pliable, aristocratic. Neatly trimmed with stitching and perforations underlaid in harmonizing color. This all-leather, five-eyelet Tie will give your foot firm support and balanced tread. STOUT-ARCH features for greater comfort and foot health. Goodyear welt sole; leather military heel with rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 L 514—Superior Black Kid... } \$7.00 Postage
16 L 515—Superior Brown Kid... } 14¢ pr.

Soft and elegant Suede in a beautiful quality that is definitely "our best" is used to make this STOUT-ARCH Shoe! Note how gracefully the curved high front flatters the foot. Choice of Black or Rust. Gleaming, matching patent leather is used for the pointed tip. A dressy shoe, yet comfortable for it has all STOUT-ARCH features, including Goodyear welt sole and all-leather construction. Continental wood heel covered to match shoe. SIZES: 4 to 11. Widths: AAA, AA, A, B, C, D, E, EE and EEE.

16 L 672—Of Black Suede. Pair... } \$7.00 Postage
16 L 673—Of Rust Suede. Pair.. } 14¢ pr.

SHOES

Stout-Arch Features



FAMOUS GOODYEAR WELT CONSTRUCTION

All our STOUT-ARCH Shoes have the famous Goodyear Welt construction—so essential for service and comfort. Goodyear welt means a shoe construction which always keeps its shape, may be easily repaired and can't 'burn' your feet, for there's no exposed stitching inside (see views in the circles at the left).

PATENT
LEATHER
TRIMMING



BLACK KID
OR
BROWN KID
\$6.00
PAIR

You'll marvel at the way that the trimming of this lovely Shoe cleverly manages to make your foot appear smaller! The curved appliques of matching color suede, and the stitching and the perforations lend a daintily feminine touch, too!

This Shoe, in your choice of superior quality Black Kid or Brown Kid, has all of our STOUT-ARCH features, including a Goodyear welt sole and all-leather construction. The Cuban heel is made of wood and covered to match the shoe. SIZES: 4 to 11. Widths: AAA, AA, A, B, C, D, E, EE and EEE.

16 L 654—Superior Black Kid. Pair... } **\$6.00** Postage 14¢ pair.
16 L 655—Superior Brown Kid. Pair... }



BLACK SUEDE,
BROWN SUEDE **\$6.00**
OR
WINE SUEDE PAIR

Highlighted with Patent Leather Trimming

This STOUT-ARCH Oxford will appeal to you because of its dressy look and because of the marvelous comfort it will give. Your choice of superior quality, Black, Brown or Wine Suede. The matching, appliqued stripping and eyelet stays are gleaming patent leather. All-leather construction. STOUT-ARCH features. Goodyear welt sole. Wood Cuban heel is covered to match trim. SIZES: 4 to 11. Widths: AAA, AA, A, B, C, D, E, EE, EEE.
16 L 661—Superior quality Black Suede. Pair... } **\$6.00**
16 L 662—Superior quality Brown Suede. Pair... }
16 L 663—Superior quality Wine Suede. Pair... } Po. 14¢ pr.



BLACK KID
OR
BROWN KID
\$6.00
PAIR

Attractive Oxford in Blucher Style

This handsome STOUT-ARCH Shoe comes in choice of Black or Brown Kid in a supple, soft quality. Note the novel trimming theme, consisting of tiny oblong notches underlaid in harmonizing color to match stitching. Open cut-outs at each side are bridged with self-bands. STOUT-ARCH features; all-leather construction. Goodyear welt sole. Leather military heel with a top-lift of rubber. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.
16 L 612—Superior Black Kid. Pair... } **\$6.00** Postage 14¢ pair.
16 L 613—Superior Brown Kid. Pair... }

Correct *for* SUPPORT Stout Women

CORRECT SUPPORT is to be found in our famous STOUT-ARCH Shoes! They are our best... and to invest in the best is the soundest advice we can give to stout women.

This is *never* more important than in your shoes. For you need STOUT-ARCH shoes to give proper support, balance, and comfort, and you need STOUT-ARCH quality for the extra strain that is placed on your feet by your extra weight.

Our STOUT-ARCH shoes are made to provide the right support for tired or weakened arches, the right balance for heavily taxed muscles, and the right roominess.

These Shoes feature Goodyear Welt construction, are All-Leather throughout, and have all of our famous STOUT-ARCH features (see the pictures and descriptions on this and on the opposite page).

For instructions on "How to Order" shoes, please turn to page 52.

Oxfords with Orthopedic Heels

16 L 696—Our famous orthopedic heels are the special feature of the Oxfords pictured at the right (and they're also provided in the boots, NOT pictured, but which are described directly below).

These Oxfords are of superior quality Black Kid. The orthopedic heel, which is of leather with a rubber top-lift, extends underneath and supports your scaphoid bone which adjoins the keystone of your longitudinal arch. The rubber top-lift has two tough rubber-and-linen inserts, which are slightly raised for longer wear and permanent support.

All our STOUT-ARCH features are included to give comfort and support. Goodyear welt sole is easily repaired. All-leather construction. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE. Our low price per pair... } **\$6.00** Postage 14¢ pair.

Boots with Orthopedic Heels

Boots (not pictured) with Orthopedic heels exactly the same as in oxfords described above. Superior Black Kid. All STOUT-ARCH features. With wide or extra-wide tops. State around-leg measurement (see "How to Order," page 52). SIZES: 4 to 11. Widths: A to EEE.
16 L 692—Wide top. Pair... } **\$7.00**
16 L 693—Extra-wide top... }
Postage 16¢ pair.

ARCH-SUPPORTING Shoes with ORTHOPEDIC heels

OXFORDS
\$6.00
PAIR

BOOTS
WIDE OR
EXTRA-WIDE
TOPS
\$7.00
PAIR



BLACK KID
OXFORDS
OR BOOTS

BOOT and OXFORD, each carried in two heel-heights and the Boot in two top-widths. Of good, soft Black Kid. All STOUT-ARCH features. Top-lift of rubber. Goodyear welt sole. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

STOUT-ARCH OXFORD

Of Black Kid; good-looking and sturdy. Choice of two heel heights, medium-low or military—both heels are made of leather.
16 L 655—With medium-low heel... } **\$5.00**
16 L 656—With military heel... }
Postage 14¢ per pair.

STOUT-ARCH BOOT

Black Kid; choice of heel heights and top-widths. State around-leg measurements as requested in "How to Order" on page 52.

With MEDIUM-LOW Heels

16 L 577—With wide top... } **\$6.00**
16 L 578—Extra-wide top... }
Postage 16¢ per pair.

With MILITARY Heels

16 L 562—With wide top... } **\$6.00**
16 L 563—Extra-wide top... }
Postage 16¢ per pair.

Wide
OR
Extra-Wide
Tops
BOOTS
\$6.00
PAIR



BLACK KID
OXFORDS
OR BOOTS

Each
WITH
MEDIUM
LOW
OR MILITARY HEELS

OXFORDS
\$5.00
PAIR

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
59



Above: Leather Soles

16 L 70—For snug, yet comfortable fit while working around the house, we recommend this handsome, sturdy slipper. It's made of felt in brown or gray mixture, each with a matching color leatherette wing tip and a rosette of silky braid at tongue. Good quality, serviceable leather sole. The medium-low heel has a top-lift of rubber, which provides walking comfort.

COLORS: Brown mixture or gray mixture. SIZES: 4 to 10. Medium widths only. Price. . . . Postage 8¢ pair. **\$1.00**



BLACK KID
OR
BLUE KID
\$1.79
PAIR

16 L 743—We're now selling this popular D'Orsay Slipper for a lower price than ever before. It is made of soft kid and lined with Sateen. Durable, hard leather sole. Cuban heel matches slipper.

COLORS: Black; blue. SIZES: 4 to 11. Widths: B, C, D, E, EE, EEE. Our price. . . . Postage 8¢ pair. **\$1.79**



BLACK KID
OR
BLUE KID
\$1.59
PAIR

Above

16 L 795—This new Slipper in sandal style is of Black or Blue Kid with two crossed straps forming vamp. Newest of all is its smart wedge heel. Toeless and in open shank style. Perforations are underlaid in harmonizing color. Flexible leather sole; leather lift (may be replaced). Colors: Black or Blue. Sizes: 4 to 10. Widths: B, C, D, E. . . . Postage 8¢ pair. **\$1.59**

PAGE 60 We GUARANTEE to please YOU—or we'll send your money back

FELT
BROWN or GRAY

\$1.00
PAIR

VELVET
BLACK, BLUE or
BURGUNDY
CONTRASTING
TRIMMING



16 L 738—This Slipper is of Velvet trimmed with rich metallic-color bands. Note the open toe, front and shank. Comfortable high front. Leather sole; wood Cuban heel is covered to match the slipper.

COLORS: Burgundy wine or royal blue, each with silver-colored trim; also black with gold-colored trim. SIZES: 4 to 10. Widths: A, B, C, D, E, EE and EEE. A fine value at this price. . . . Postage 8¢ pair. **\$1.98**

\$1.98
PAIR

\$1.79
PAIR



BLACK KID
OR
BLUE KID

16 L 745—Last year, these fine Kid Slippers were \$1.98! Now you may buy them for \$1.79! Smart for boudoir wear or for informal entertaining. Very roomy, particularly at the instep, which is cut in a low curve; self-leather bow. Serviceable, hard leather sole; Cuban heel. The lining is of sateen.

COLORS: Black; blue. SIZES: 4 to 11. Widths: B, C, D, E, EE and EEE. Our price. . . . Postage 8¢ pair. **\$1.79**



BLACK KID
OR
BLUE KID
\$1.00
PAIR



ELK
BLACK,
BLUE
OR
BROWN
\$1.00
PAIR



LAMB'S
WOOL
\$1.79
PAIR

16 L 49—This Slipper is a marvelous value for \$1.00! It's of Black Kid or Blue Kid, each with the back and bow of matching, simulated patent leather. High, wing-shaped front. A semi-hard, firm leather sole; wooden Cuban heel.

COLORS: Black or blue. SIZES: 4 to 10. In medium widths only. A fine value at this low price. . . . Postage 8¢ pair. **\$1.00**

16 L 734—What a comfort and a joy to slip into this House Slipper made of sturdy Elk Grain leather with a soft felt lining. Scalloped edges; furry pompon at instep. Trimmed with round perforations and stitching. High front. Chrome leather sole and padded heel.

Colors: Black; blue; brown. Sizes: 4 to 10. Medium widths. . . . Postage 8¢ pair. **\$1.00**

16 L 68—Days may be freezing, but your toes will be as warm as toast in these Bootees! Made of Natural Sheepskin with lining and turn-over cuffs of genuine, furry Lamb's Wool. A red band trims the front and back; flexible leather soles; rubber heels.

COLOR: Natural. SIZES: 4 to 10. Wide widths only. . . . Postage 8¢ pair. **\$1.79**

*Comfort
in Every Step*

BLACK KID **\$1.98** THREE Styles
PAIR

*Smartly-Styled
and Low-Priced*



Juliet Slipper.

16 L 28—This sturdy Juliet Slipper of soft Black Kid is a bargain. Comfortable, flexible sole of leather. Scalloped, patent leather appliqué at the high front.

Elastic comfort gore at the sides. The medium-low heel has a rubber top-lift. SIZES: 4 to 11. In wide widths only. . . . Post. 8¢ pr. **\$1.98**



One-Strap Shoe

16 L 27—This House Shoe is made of good quality Black Kid that's firm, yet supple and light-in-weight. Has a comfortable, flexible sole of leather. A grand value!

The strap will give you strong, steady support; medium low heel with rubber top-lift. SIZES: 4 to 11. In wide widths. . . . Post. 8¢ pair **\$1.98**



At the Right

16 L 318—You can purchase this Step-in Shoe for only \$1.98! Of Black Kid with high, cut-out front. There is an elastic gore at each side to insure snug fit.

Flexible leather sole. Military heel with a rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. Price. . . . Post. 8¢ pr. **\$1.98**

The three styles pictured above do NOT have an extra-long inner counter.

...of FINEST QUALITY Rubber



BLACK ONLY

\$1.49
PAIR



BLACK ONLY

\$1.98
PAIR



These trim, durable, light-weight Galoshes are of finest quality Gum Rubber. In smart three-snap style; warmly lined. SIZES: 4 to 11. For military or medium-low heeled shoes. Order galoshes in the same size and width as the shoes you wear. COLOR: Black only.

16 L 819—For military heels. . . . } \$1.49
16 L 820—For medium-low heels. . . }
Postage 12¢ extra per pair.

Here's fine value! Light-weight Galoshes of finest Gum Rubber. High in back and lined for warmth. With non-rust, concealed slide fastener. SIZES: 4 to 11. Made for military, medium-low, Cuban or Louis heels. Please order in shoe size and width. COLOR: Black.

16 L 823—For military heel. . . . } \$1.98
16 L 822—For medium-low heel. . . }
16 L 825—For Cuban or Louis heel } Post. 12¢

TWO MODELS

98¢
PAIR



BLACK OR BROWN

\$1.79
PAIR



Best quality. Black Rubbers; two styles, both lined. SIZES: 4 to 11. Order in same size and width as shoes.

Storm Rubbers—your Choice of Heels
16 L 832—For military heels. Pair. . . } 98¢ Post. 10¢ ex.
16 L 816—For medium-low heels. . . }
16 L 836—For Cuban or Louis heels. . . }

Low-Cut Rubbers—your Choice of Heels
16 L 831—For military heels. Pair. . . } 98¢ Post. 10¢ ex.
16 L 815—For medium-low heels. . . }
16 L 835—For Cuban or Louis heels. . . }

These sturdy Galoshes of the finest Gum Rubber are a "buy" at this low price! Snug, adjustable one-strap fastening; warmly lined.

The cuffs may be turned up for warmth and to protect your hose from being spattered. SIZES: 4 to 11. For military-heeled shoes. Order in same size and width as your shoes.

16 L 814—Of Black Rubber. Pr. . . } \$1.79
16 L 813—Of Brown Rubber. Pr. . . }
Postage 12¢ extra per pair.

Goodyear Stitched Shoes for STOUT WOMEN • Choice of THREE styles

Southern Tie with these comfort features: wide, low rubber heel; broad, roomy toe; and sturdy, Goodyear stitched leather sole. Excellent quality Black Calf or Kid; long inner counter of leather; all arch-support features. SIZES: 4 to 11. Wide widths only.

16 L 18—Of sturdy Black Calf. Our price, pair. . . \$2.98

Postage 12¢ pair. \$2.98
16 L 19—Of durable Black Kid. Pair. . . \$3.98
Post. 12¢ pr.

These Goodyear Stitched Shoes for Stout Women Are Famous For Their Durability and their Comfort.



BLACK CALF \$2.98 PAIR

BLACK KID \$3.98 PAIR

BROWN ELK OR BLACK ELK

Choice \$1.98 PAIR



WHITE ELK OR BROWN ELK

RUBBER SOLE and HEEL

This comfortable, unlined Shoe, designed to give lasting service, is of sturdy Elk Grain Leather. In your choice of Brown or Black, neatly trimmed with perforations.

Roomy toe and wide, low rubber heel make it ideal for the stout woman. Goodyear-stitched, flexible rubber sole. With short counter. SIZES: 4 to 11; wide widths only.

16 L 10—Of Brown Elk Grain Leather. . . } \$1.98
16 L 11—Of Black Elk Grain Leather. . . }
Postage 12¢ pair

The All-American favorite—ideal for sports, for working about the house and for plain, every day wear!

This roomy Moccasin-style Oxford of sturdy White or Brown Elk Grain Leather is trimmed with stitching at the vamp. Goodyear stitched, sports rubber sole and springy, low rubber heel; short counter. SIZES: 4 to 11. Widths: E, EE, EEE. Fine value.

16 L 796—White Elk Grain Leather. Price. . . } \$1.98
16 L 797—Brown Elk Grain Leather. Price. . . }
Postage 12¢ pair

STOP Foot Pains

Fallen arches . . . burning, aching feet . . . dull aches in ankle, calf, or knee . . . cramps in toes . . . callouses . . . pains in toes, instep, ball, or heel . . . tiredness in feet or legs . . . all are quickly relieved if you wear this Arch Brace. It is light-in-weight and surprisingly comfortable.

Aliments like these are caused by weakened foot muscles permitting displacement of tiny bones that press against nerves and blood vessels. These Arch Braces, manufactured for us by the Jung Arch Brace Company, hold the bones in place and assist in strengthening the muscles. Pains and aches stop, and callouses gradually disappear. Braces are provided in two models (see small views)—each in two widths, and in sizes for every foot. When ordering, specify size and width of shoe.

(A) This model is for mild disorders of the feet, for pains in feet or legs, for tiredness and aches of short duration. It is a simple Band of Flesh-pink Super-elastic, shaped to fit your foot and, by firm and gentle pressure, holds your arch in normal, healthful position.
16 L 800—Two inches wide. For those who wear shoes smaller than size 8. Pair. . . \$89¢
Postage 2¢ extra.
16 L 801—Three inches wide. Recommended for those who wear shoes size 8 or larger. Our very low price, per pair. . . \$1.39
Postage 2¢ extra.

(B) For extreme disorders of feet so often evidenced by severe pains, callouses, and over-fatigue. It is a Shaped Band of Flesh-pink Super-elastic as in Model A, with bottom made of leather and a metatarsal arch-supporting pad of spongy rubber.
16 L 802—Two inches wide. For those who wear shoes smaller than size 8. Pair. . . \$1.89
Postage 2¢ extra.
16 L 803—Three inches wide. Recommended for those who wear shoe size 8 or larger. Our very low price, per pair. . . \$2.39
Postage 2¢ extra.



The Arch-Brace that Relieves Pain
FOUR STYLES
89¢ PAIR
UP

Ankle and Foot Brace

Supports Arch and Strengthens Ankles



16 L 810—For weak or enlarged ankles, or for weakened instep arches wear the Jung Ankle Brace above. Of pink Super-elastic. Provides firm but gentle pressure exactly where needed. Measure around narrowest part of leg, above ankle, X, and at instep, Y. State measurements to fraction of inch; we will send correct size. Price for one brace. . . \$1.39 (Post. 2¢)
Price for two braces. . . \$2.69 (Post. 3¢)

LANE BRYANT PAGE
39th St. at Fifth Ave. 61
NEW YORK, N. Y.

THE HOSE on this page are in Regular Sizes, for Stout Women who do not need outsize hose. In leg width they are no different from standard regular sizes sold everywhere—but their quality is superior, for each stocking is built to stand a stout woman's extra weight and garter strain.

One style comes in choice of 3 lengths. The "Adjustables" may be folded over to the length desired. Foot-sizes up to 11.

AT LEAST TWO stout women out of every ten have nicely shaped legs that are really slender in comparison to the rest of their figures.

These women do NOT need outsize hose. Their legs are no wider or but slightly wider than the legs of slimmer women. And most of them think they can wear the same hose with the same satisfaction, the same results as to wear.

They know they do not need outsizes but many do not know that they do need something different, something better for equal results as to wear.

They forget that their extra weight adds extra strain at toes and heels, and they forget about the extra strain of garters—for these women are better corseted than their slender friends.

Remember then: if your legs are proportionately slender you can wear Regular Sizes, but you cannot expect satisfactory wear from cheap, flimsy qualities that may "do" for slender women. Our Regular Size hose are not that kind. They're of qualities that WILL wear well, that WILL stand the strain of extra weight and gartering.

A fine assortment of hose are offered here. Foot-sizes up to 11—and what a blessing that news is if your feet are large, as many stout women's are.

For Silk Hose Color Dictionary, turn to page 64

REGULAR SIZE HOSE for STOUT WOMEN who do NOT need Outsizes

SIZES Up to 11



GENUINE SILK
FULL-FASHIONED
SERVICE WEIGHT
OR
CHIFFON WEIGHT
59¢ PAIR

GENUINE SILK
SERVICE WEIGHT
OR
CHIFFON WEIGHT
Any 3 PAIRS FOR \$1.00

CHIFFON WEIGHT **79¢**
SEMI-SERVICE WEIGHT **79¢**
CREPE CHIFFON **\$1.00**
SERVICE WEIGHT **\$1.00**
HEAVY SERVICE WEIGHT **\$1.35**

Genuine SILK
FULL-FASHIONED
KAYSER

The stout woman pictured above does NOT need Outsize Hose for she has slim legs. For her, this regular-size Kayser Hose is ideal. Full-fashioned of fine quality Genuine Thread Silk. Picoted double garter tops; smart Slendo heels. Colors: Butterscotch beige; graydust; dust-beige; copper beige; taupebrown; dark gun-metal; black. Sizes: 9 to 11.

18 L 15—In Chiffon weight. Silk from top to heel. Reinforced feet. Price... **79¢**
18 L 16—Semi-Service weight. The top is of mercerized lisle; reinforced feet. Per pair... **79¢**
18 L 27—Crepe Chiffon weight. The silk threads are twisted to look sheerer and give long wear by resisting snags. Reinforced feet **\$1.00**
18 L 245—Service weight; mercerized lisle garter top. Well-reinforced feet... **\$1.00**
18 L 249—Sturdy All-Silk Heavy Service weight. Stretchy top; reinforced feet... **\$1.35**

Postage 2¢ per pair on each of above hose.

Feature value: Our most inexpensive, Genuine Thread Silk. FULL-fashioned Hose! Picoted double garter tops. Choice of service or chiffon weights. COLORS: Hazelnut, butterscotch beige, copper beige, dark gun-metal or dust-beige. SIZES: 9 to 10½.
18 L 18—In Service Weight; toes, heels, sole and tops of mercerized lisle... **59¢**
Postage 2¢ extra.
18 L 19—In Chiffon Weight; double silk top; silk feet reinforced inside with lisle... **59¢**
Postage 2¢ extra.

A bargain—Genuine Thread Silk Hose. Seamed back with fashioning marks; picoted double top. In two weights. COLORS: Hazelnut, butterscotch beige, dark gun-metal, sand-beige or light gun-metal. SIZES: 9 to 11.
18 L 281—In Service weight. Toe, lower heel and garter top are of cotton. Seamless soles.
18 L 277—In Chiffon weight. Heavy silk sole; double silk top. The heel and toe are reinforced with cotton. Seamed feet.

YOUR CHOICE: ANY 3 pairs for **\$1.00** 4¢ ext.

for WINTRY weather



GENUINE SILK
FULL-FASHIONED
SERVICE SHEER
69¢ PAIR

FASHIONED SEAMLESS SOLES

RAYON-AND-WOOL

54¢ PAIR

OR 2 PAIRS FOR **\$1.00**

SILK-AND-WOOL

79¢ PAIR

OR 2 PAIRS FOR **\$1.50**

18 L 229—For warmth, wear these Regular-size Hose of Rayon-and-Wool (about 8% wool). Fashioned; knit to fit. Seamed back; a double top. Seamless sole. Reinforced.

Camel-tan, dark gun-metal or brownwood. Sizes: 9 to 11½. Was 59¢, now **54¢** Postage 2¢ extra. **OUR SPECIAL OFFER: 2 pairs for \$1.00** Post. 3¢

18 L 50—How you'll appreciate the warmth of this superior grade Hose! Regular size; knit of genuine Thread Silk-and-Wool (about 45% wool).

Fashioned and knit to fit. Wide, reinforced mercerized tops. Seamless soles; seamed backs. Reinforced feet. Colors: Camel-tan; dark gun-metal; brownwood. Sizes: 9 to 11½. **79¢** Postage 2¢ extra.

OUR SPECIAL OFFER: 2 pairs for \$1.50 Postage 3¢ ext.



MERCERIZED LISLE
25¢ PAIR

OR 3 PAIRS FOR **69¢**

GENUINE SILK
FULL-FASHIONED

GOHAM GOLD STRIPE
SILK STOCKINGS
Adjustables

For TALL AVERAGE or SHORT Women

18 L 278—Choose this sturdy Hose for working around the house, and for general utility wear! It's of a fine quality Mercerized Lisle. Has seamed backs with fashioning marks. A grand buy at 3 pairs for 69¢.

You'll find the seamless soles very comfortable. Picot-edged double garter tops for long wear. Reinforced at feet.

COLORS: Light gun-metal, dark gun-metal, butterscotch beige or sand-beige. SIZES: 9 to 10½. Per pair... **25¢** Postage 2¢ extra.

OUR SPECIAL OFFER: 3 pairs for 69¢ Postage 4¢ ext.

18 L 74—Gotham Gold Stripe, Regular-size Hose, adjustable to any height.

If you are tall, wear them full-length. If you are of average height, fold top in at first adjustment stripe. If you're short, fold top in at a lower adjustment stripe.

Full-fashioned of Genuine Thread Silk in a Semi-Sheer weight—has the dressy look of a sheer hose yet is very serviceable. Reinforced feet.

COLORS: Hazelnut; dark gun-metal; graydust; copper beige; dust-beige. SIZES: 9 to 11. Per pair... **79¢** Postage 2¢ extra.

... in THREE different LENGTHS

Regular-size Hose in three lengths: 28-inch length for women with short legs, 31-inch length for women who have legs of medium-length, 34-inch length for women with long legs.

Full-fashioned of Genuine Thread Silk in Service-sheer weight that looks sheer, yet is very durable! French heel; picot-edged double top. Well-reinforced at the heel, sole, toe and garter top. COLORS: Dark gun-metal, hazelnut, copper beige, butterscotch beige or dust-beige.

18 L 32—Short: About 28 ins. long. Sizes: 8½ to 9½ **69¢**
18 L 33—Medium: About 31 ins. long. Sizes: 9 to 10½
18 L 34—Long: About 34 ins. long. Sizes: 9½ to 11. Postage 2¢ ext.

PAGE 62 For new hosiery colors please see explanation at the top of page 64

ADAP-TOP Hose

Normal Stretch from toe to knee
DOUBLE Stretch above the knee



GENUINE SILK
FULL-FASHIONED
SERVICE WEIGHT
OR
CHIFFON WEIGHT

\$1.00
PAIR



Double-Stretch Top

Legs large above the knee only? Then get this Full-fashioned Adap-Top Hose. It's regular size below the knee but has an extra-size top—will give normal stretch from toe to knee and double stretch above. Made extra-long of genuine Thread Silk. Sturdily reinforced to give you long wear. An excellent value at our price, \$1.00 per pair.

COLORS: Copper beige, butterscotch beige, dust-beige, light gun-metal, dark gun-metal or hazelnut. **SIZES:** 9 to 11. Choice of two weights.
18 L 107—Service weight. Per pair... **\$1.00**
18 L 105—Clear chiffon weight. Pr... **\$1.00**
Postage 2¢ extra on each pair.

ADAP-TOP
REGULAR-SIZE HOSE
WITH EXTRA-SIZE TOP

MERCERIZED LISLE

Fashioned
KNIT to FIT

2 PAIRS FOR \$1.00

SEAMLESS SOLES

18 L 121—If you need a regular size hose with an extra-size top, wear this durable, extra-long Adap-Top Mercerized Lisle Hose. Gives normal stretch from toe to knee, but double stretch above the knee. Service weight; soothing seamless soles. Fashioned and knit to fit the leg perfectly. Well-made to withstand plenty of wear and strain.

COLORS: Butterscotch beige; hazelnut, dark gun-metal, light gun-metal or sand-beige; also in black. **SIZES:** 9 to 11. Our very low price... **2 pairs for \$1.00**
Post. 3¢.

OUTSIZE HOSE

SIZES up to 11½
EXTRA-WIDE • EXTRA-LONG

WOOL HOSE



SUPERIOR QUALITY
WOOL-AND-SILK
18 L 68
FULL-FASHIONED
18 L 69
FASHIONED

\$1.29
PAIR

with ELASTIC RIBBED TOPS

HEAVY WEIGHT ALL-WOOL

89¢ PAIR

WOOL-AND-SILK
\$1.00 PAIR

FASHIONED SEAMLESS SOLES

COTTON-AND-WOOL

49¢ PAIR

RAYON PLATED ON COTTON-AND-WOOL

59¢ PAIR

RAYON PLATED ON ALL-WOOL

79¢ PAIR

18 L 51
REGULAR SIZE

18 L 52
OUTSIZE

18 L 53
DOUBLE-EXTRA OUTSIZE

89¢ PAIR

FASHIONED SEAMLESS

FLESH PINK

ALL-WOOL UNDER-HOSE

FOR WEAR UNDER SILK HOSE

Formerly \$1.00, now 89¢ per pair! You'll keep warm wearing these flesh-tone, almost invisible Under-Hose beneath your silk stockings. Knit of All-Wool Worsted, light-in-weight, fine gauge. Soles, heels and tops are mercerized lisle. Fashioned; seamless. Three leg-widths (regular size, outsize, or in double-extra outsize) each with hemmed tops. **COLOR:** Flesh-pink. **SIZES:** 9 to 11.
18 L 51—In Regular size. Reduced price, pair... **89¢**
Postage 2¢ extra.
18 L 52—In Outsize; extra-long. Reduced to... **89¢**
Postage 2¢ extra.
18 L 53—In Double-Extra Outsize and extra-long. Our reduced price, pair... **89¢**
Postage 2¢ extra.

Wear These When the Weather Man Says "Colder"

Warm Outsize Hose in two mixtures of superior Genuine Thread Silk and Wool. Well reinforced. Extra-wide and Extra-long. Double garter tops. **SIZES:** 9½ to 11.

18 L 68—Full-fashioned of about 50% Silk & 50% Wool. **COLORS:** Beaver tan; black; dark gun-metal. **\$1.29**
Post. 2¢ extra.

18 L 69—Fashioned of about 65% Wool and balance Silk. Knit to fit. Seamed back with fashioning marks; seamless sole. In teakwood (dark tan); brownwood; light gun-metal; dark gun-metal. **\$1.29**
Post. 2¢ extra.

Sturdy Outsize Hose in your choice of two fine qualities, each a grand value. Ribbed elastic-knit tops stretch to fit upper part of your leg. Fashioned and knit to fit. Extra-long and extra-wide. Seamless soles. Well reinforced. **COLORS:** Teakwood (dark tan); light gun-metal, brownwood or black. **SIZES:** 9 to 11½.

18 L 178—Heavy-weight All-Wool. Worsted with the tops of cotton. Absolutely seamless... **89¢**
Postage 2¢ extra.

18 L 252—Genuine Thread Silk-and-Wool (about 66% is Wool); self-material tops. Seamed backs; fashioning marks... **\$1.00**
Postage 2¢ extra.

Unusual value at these prices. For last year each quality sold for 10¢ more. This long-wearing Outsize Hose is Extra wide and Extra long. Fashioned and knit to fit. Seamless sole; reinforced heel and toe; double garter top. **COLORS:** Dark gun-metal; camel tan; brownwood; black. **SIZES:** 9½ to 11½. Three qualities.

18 L 204—Of Cotton-and-Wool (about 7% is of Wool). Absolutely seamless... **49¢**

18 L 243—Rayon plated on Cotton-and-Wool (about 4% is of wool). Seamed back... **59¢**

18 L 268—Rayon plated on All Wool; seamed back... **79¢**
Postage 2¢ extra per pair.

Seamless STOCKING FEET

Why waste good stocking tops? Just sew on these Stocking Feet and have "new" hose. Fashioned and knit to fit. Well reinforced; absolutely seamless. **SIZES:** 9 to 11½. In two qualities, each **REDUCED** in price.

18 L 73—Sturdy Cotton. 6 pairs for 59¢ Post. 5¢
In black or champagne...
18 L 183—About 65% Wool; balance Cotton. Very warm. In black with 3 pairs for 69¢ Post. 3¢
a gray heel and toe....

COTTON
6 PAIRS FOR **59¢**

WOOL-AND-COTTON
3 PAIRS FOR **69¢**



"LASTEX" SURGICAL HOSE with TWO-WAY S-T-R-E-T-C-H!

SINGLE STOCKING
18 L 283
\$3.75

SAME HOSE IN FACTORY SECONDS
18 L 284
\$1.85 FOR SINGLE STOCKING

SINGLE STOCKING
18 L 301
\$3.85

SAME HOSE IN FACTORY SECONDS
18 L 303
\$1.95 FOR SINGLE STOCKING

OUR famous Surgical Hose made of Two-Way Stretch "LASTEX"! Recommended by doctors for sprains, swollen or weak ankles, heavy legs and varicose veins. They come in two styles—full length and knee-length. These hose look no heavier than service weight hose, for their hair-like rubber threads are concealed inside of strands of sheer, strong lisle. Knit to fit without a seam. Easy to wash. **COLOR:** Neutral beige. **SIZES:** 9 to 11½. Please state hose size.

At Left: Knee-Length

Knee-length style: open at heel and toe. Hemmed top prevents slipping or wrinkling. Will not be noticed even under sheer hose.
18 L 283—For Single Stocking. Price... **\$3.75** Postage 2¢ ext.
For pair of the same hose. Our low price... **\$7.25** Postage 3¢ ext.

Same Hose; Factory Seconds

18 L 284—Lastex hose—factory seconds. Slightly imperfect; durability not impaired. Same style as 18 L 283. Money returned if you're not satisfied. Single Stocking... **\$1.85** Postage 2¢ ext.
For pair of the same hose. Our low price... **\$3.55** Postage 3¢ ext.

At Right: Full-Length

Full-length; heels, toes and tops of lisle twisted with genuine silk; legs of "Lastex." Wear in place of, or underneath other hose.
18 L 301—For Single Stocking. Price... **\$3.85** Postage 3¢ ext.
For pair of the same hose. Our low price... **\$7.50** Postage 5¢ ext.

Same Hose; Factory Seconds

18 L 303—Lastex hose—factory seconds. Slightly imperfect; durability not impaired. Same style as 18 L 301. Money returned if you're not satisfied. Single Stocking... **\$1.95** Postage 3¢ ext.
For pair of the same hose. Our low price... **\$3.75** Postage 5¢ ext.



A PAGE of well-fitting SILK hose for Stout Women who need Lane Bryant's famous knit-wider outsize . . . Beautiful qualities, actually knitted wider; not the kind that just stretch to shape.

Here's a hint to Stout Women: If you aren't getting the service that you think you should get from regular size hose, then you are probably placing too great a strain on them. We suggest that you try our famous Outsize.

COLOR DICTIONARY

For Fall and Winter Silk Hose

Here we define actual color values of the smart shades offered in our SILK hose. Our advice "what to wear with what" is based on the highest style authority.

SAND-BEIGE: Our lightest tan shade; smart with prints or light-colored fall clothes.

BUTTERSCOTCH BEIGE: A warm medium beige; wear with blues, green, browns, black.

COPPER BEIGE: A medium beige with a gleaming coppery tone. Looks well with navy blue, green, brown, rust and all prints.

DUST-BEIGE: A medium beige with a gray cast; goes with grays, taupe, navy, black.

HAZELNUT: A medium dark beige that blends with all browns, rust, beige, tweedy mixtures, green, navy and all bright colors.

TAUPEBROWN: Taupe with a dark brown cast; for brown, black, wine, navy or green.

GRAYDUST: A dusty gray that is smart with navy, wine, black, gray and all blues.

LIGHT GUN-METAL: Medium gray with an antique pewter tinge; wear with dark blue, gray, green, dark taupe, wine or black.

DARK GUN-METAL: A very dark gray with a strong hint of black; smart with ALL dark shades; extremely flattering and popular.

BLACK or WHITE: In a variety of styles; also navy blue (see 18L37-38-39 on page 65).

P. S.—Cotton and Wool Hose Colors are not listed, but are easily understandable.

OUR FAMOUS DOLLAR HOSE

GENUINE SILK

FULL-FASHIONED

HEAVY SERVICE WEIGHT

\$1.00
PAIR

Full-Fashioned

18 L 25—Extra-long, full-fashioned \$1.00 Hose in heavy service-weight. Of genuine Thread Silk, strong and lovely looking. Made in Outsize—actually knitted wider to fit stout legs. Mercerized lisle sole, toe, lower heel and picot double garter top for long wear. An exceptional value!

COLORS: Dust-beige, dark gun-metal, butterscotch beige, graydust, hazelnut or black. **SIZES:** 9½ to 11. . . .

Postage 2¢ extra. **\$1.00**

PAGE 64 LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

OUTSIZE Silk HOSE • SIZES Up to 11½



GENUINE SILK
FULL-FASHIONED
CHIFFON WEIGHT

89¢
PAIR

GOTHAM
GOLD STRIPE
SILK STOCKINGS

GENUINE SILK
FULL-FASHIONED
HEAVY SERVICE WEIGHT
OR
CHIFFON WEIGHT \$1.35
PAIR

A favorite! This fine Gotham Gold Stripe Outsize Hose is made extra-WIDE throughout. Full-fashioned of Genuine Thread Silk in two weights. Picot-edged double garter top; ravel stop.

COLORS: Hazelnut; copper beige, butterscotch beige; dark gun-metal; dust-beige; graydust. **SIZES:** 9½ to 11½.

18 L 102—Heavy Service weight. Lisle reinforcements. . . .

Postage 2¢ extra. **\$1.35**

18 L 214—All-Silk Chiffon weight. Silk from top to toe. Reinforced feet. Price, pair. . . .

Postage 2¢ extra. **\$1.35**



GENUINE SILK
SERVICE WEIGHT

59¢
PAIR

SEAMLESS SOLES

Marvelous Value at 59¢

18 L 260—Stout women order pairs of this Hose by the half-dozen . . . and no wonder! For at only 59¢ a pair, it is an exceptional value. Outsize, made of Genuine Thread Silk in service weight. A seamed back with fashioning marks; seamless sole. Slimming French heel. Ravel stop. Double garter top, lower heel and toe are mercerized cotton.

COLORS: Copper beige; dust-beige; light gun-metal; hazelnut; sand-beige; dark gun-metal; black. **SIZES:** 9 to 11. Our very low price per pair. . . .

Postage 2¢ extra. **59¢**

Sheer Beauty

18 L 28—This lovely Hose has the delightful sheerness women like so much, yet it is very durable and will give you excellent service.

Made in Outsize, it is full-fashioned of Genuine Thread Silk, in clear chiffon weight; silk from top to toe. Well-reinforced at toe, sole and French heel, to insure long wear. Double garter-top.

COLORS: Dust-beige, hazelnut, butterscotch beige, dark gun-metal or light gun-metal. **SIZES:** 9½ to 11. Our price, pair. . . .

Post. 2¢ ext. **89¢**



GENUINE SILK

FULL-FASHIONED

SERVICE WEIGHT

89¢
PAIR

In
THREE
different
LENGTHS



Choice of Three Lengths

This Outsize Genuine Thread Silk Hose comes in choice of three different lengths: 28-inch for short legs . . . 31-inch for legs of medium-length . . . or 34-inch for long legs.

Excellent quality, and a fine value at only 89¢! Full-fashioned; Service weight. Extra-WIDE throughout; mercerized lisle reinforcements and French heels. Picot-edged lisle double garter tops. Colors: Hazelnut, butterscotch beige, light gun-metal, dark gun-metal or dust-beige; also in white.

18 L 40—Short: Length about 28 ins. **SIZES:** 9 to 10. Our price per pair. . . .

18 L 41—Medium: Length is about 31 inches. **SIZES:** 9½ to 10½. Per pair

18 L 42—Long: Length about 34 ins. **SIZES:** 9½ to 11. Our price per pair. . . .

89¢
Postage
2¢ extra

ELASTIC RIBBED TOPS that S-T-R-E-T-C-H

GENUINE SILK

FASHIONED

EXTRA-HEAVY SERVICE WEIGHT

\$1.00
PAIR

SEAMLESS SOLES



18 L 8—Have you heavy upper legs? Then wear this Outsize Hose. Of

Genuine Thread Silk in an extra-heavy Service weight. The stretchy,

elastic-ribbed tops, and the toes, heels and

soles are of sturdy, mercerized lisle. The

soles are seamless. Ravel stop.

Fashioned and knit to fit; seamed

backs with fashioning marks.

COLORS: Butterscotch beige,

light gun-metal, dark gun-metal,

hazelnut or black. **SIZES:** 9 to

11½. Price, pair. . . .

Postage 2¢ extra. **\$1.00**

Long-Wearing and Attractive

18 L 92—These sturdy, inexpensive Hose are made of a Rayon-and-Silk mixture, in service weight. They are Outsize, and will fit stout legs with ease, being extra-wide throughout. Fashioned; knit to fit. Seamed backs with fashioning marks. Double garter tops are sturdy lisle. Reinforced feet; seamless soles. Ravel stop.

COLORS: Sand-beige; hazelnut; dark gun-metal; butterscotch beige; light gun-metal; black. **SIZES:** 9 to 11½. Price **2 pairs for \$1.00**



RAYON-AND-SILK
FASHIONED
SERVICE WEIGHT

2 PAIRS
FOR
\$1.00

SEAMLESS SOLES

OUTSIZE HOSE

SIZES
Up to
11½

Actually knit larger...
extra-wide throughout

Lane Bryant "Outsized" mean just that—they are really knit wider and require more yarn.

You're sure to appreciate this fact if you have worn ordinary outsize hose of the kind that are really regular sizes stretched to look wider. These knit-wider, outsize hose will give you greater comfort and much longer wear. One style comes in a choice of 3 lengths. Foot-sizes up to 11½.

MERCERIZED LISLE

Choice of TWO Qualities



SUPERIOR
QUALITY
MERCERIZED LISLE
FASHIONED
SEAMLESS SOLES

2 PAIRS FOR \$1.00

18 L 224—This serviceable Outsize Hose is of superior quality Mercerized Lisle. It is fashioned and knit to fit. Sturdily reinforced; double garter tops. The soles are comfortably seamless; seamed backs with fashioning marks.

COLORS: Dark gun-metal, hazelnut, butterscotch beige, French nude or pigeon gray; also black or white. SIZES: 9 to 11½. Our very low price. 2 pairs for \$1.00 Post. 3¢ ext.



MERCERIZED LISLE
FASHIONED
SEAMLESS SOLES

3 PAIRS FOR \$1.00

18 L 280—These Outsize Hose are of long-wearing sturdy Mercerized Lisle. Fashioned and knit to fit. Well-reinforced; absolutely seamless; a double garter top. Remarkable value at 3 pairs for only \$1.00!

COLORS: Pigeon gray, butterscotch beige, dark gun-metal, French nude or hazelnut; also in black or white. SIZES: 9 to 11½. 3 pairs for \$1.00 Post. 4¢

ELASTIC RIBBED TOPS

that S-T-R-E-T-C-H



COMBED COTTON
SEAMLESS SOLES

4 PAIRS FOR \$1.00

18 L 238—Are your legs heavy all over, but especially above the knee? Then wear these Outsize Hose of good quality Combed Cotton. Their wide, elastic-ribbed tops stretch to fit your upper leg comfortably. Seamed backs; soothing, seamless soles; well-reinforced.

COLORS: French nude, dark gun-metal, hazelnut or black. SIZES: 9 to 11. Price... 4 pairs for \$1.00 Post. 5¢ ext.



ELASTIC RIBBED TOPS
that S-T-R-E-T-C-H
MERCERIZED COTTON

3 PAIRS FOR \$1.00

18 L 3—If your legs are especially heavy above the knee, here's just the Hose for you! It's of superior quality Mercerized Cotton in Outsize. Elastic-ribbed top stretches to fit upper leg comfortably; keeps its shape through washings. Seamed back with fashioning marks; soothing seamless sole. Well-reinforced.

COLORS: French nude, dark gun-metal, hazelnut or black. SIZES: 9 to 11. Price... 3 pairs for \$1.00 Post. 4¢ ext.

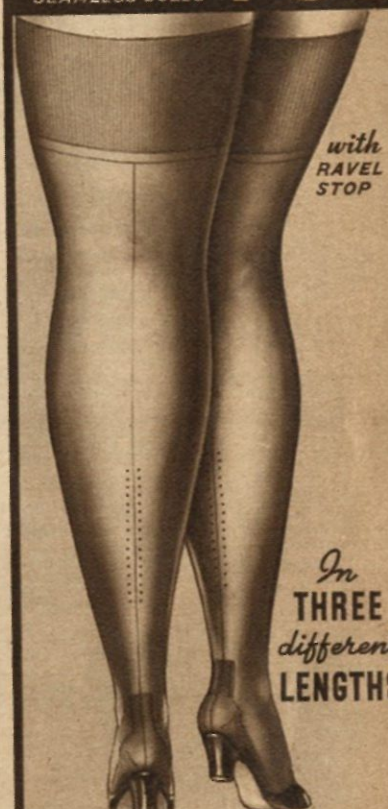
GENUINE SILK

FASHIONED

SERVICE
WEIGHT

SEAMLESS SOLES

79¢ PAIR



with
RAVEL
STOP

In
THREE
different
LENGTHS

Choice of three lengths! Whatever your height, this Outsize Hose will fit you! Genuine Thread Silk in sturdy Service weight. Fashioned; knit to fit. Seamed back with fashioning marks; seamless sole. Mercerized cotton double top. The feet are reinforced; ravel stop.

COLORS: Light gun-metal; hazelnut; dust-beige; butterscotch beige; dark gun-metal; sand-beige; navy blue.

18 L 37—Short: Length about 28 inches. SIZES: 9 to 10½... 79¢
18 L 38—Medium: Length about 31 inches. SIZES: 9 to 11...
18 L 39—Long: Length about 34 inches. SIZES: 9 to 11½... Postage 2¢ ext.

KAYSER Hose

GENUINE
SILK
FULL-
FASHIONED

\$1.00 PAIR

Here's grand news for stout women who need Outsized! This famous Kayser Outsize Hose is full-fashioned of Genuine Thread Silk. In choice of two weights.

Picoted, double garter tops stretch to fit your upper leg. Slimming Slendo heels. Colors: Copper beige, dark gun-metal, taupebrown, dust-beige or light gun-metal. SIZES: 9½ to 11.

18 L 122—Heavy Service weight. Toes, heels, soles and tops of mercerized lisle... \$1.00 Postage 2¢ extra.

18 L 123—Chiffon weight; double silk top; silk feet are reinforced inside with lisle... \$1.00 Postage 2¢ extra.

RAYON • SERVICE WEIGHT

SEAMLESS SOLES



4 PAIRS FOR \$1.00

18 L 230—A grand value at FOUR pairs for only \$1.00. This Outsize Hose made of dull-finish Rayon is in durable service weight. Picot-edged double garter top is made of lisle and stretches to fit.

Sole and upper French heel are reinforced; lower heel and toe are of lisle. Seamless sole. Seamed back with fashioning marks.

COLORS: Butterscotch beige; dark gun-metal; light gun-metal; hazelnut; black. SIZES: 9 to 11. Our price. 4 pairs for \$1.00 Postage 5¢ extra.

WOOL Sport Socks

59¢ PAIR
OR 2 PAIRS FOR \$1.00



18 L 4—You will love these Sports Socks! Wear them over other hose, with snow suit or slacks, and on all cold days.

Made of about 53% soft, warm Wool; balance of fine cotton with a downy brushed texture. Comes just below mid-calf.

Royal blue, light gun-metal or brownwood, each with harmonizing striped cuff; also all-white. SIZES: 9 to 11½. Postage 3¢ extra. 59¢

OUR SPECIAL OFFER: 2 pairs for \$1.00 Post. 5¢ ext.

Matching HAT and ANKLETS

100% WOOL

HAT OR ANKLETS 59¢ EACH
OR ANY 2 FOR \$1.00



Matching Hat and Ankle Socks knit in a warm, heavy shaker stitch of 100% Pure Virgin Wool yarns. Both are pre-shrunk and

fast-color. Appropriate for sports and outdoor wear. COLORS: Navy blue or dark brown or green, each with white stripes; also comes in all-white.

18 L 5—Sports Hat. SIZES: Small or medium or large. Our very low price... 59¢

18 L 6—Matching Ankle Socks. SIZES: 9 to 11½. Our low price per pair... Post. 3¢.

SPECIAL: (one of each or ANY 2 two of either) \$1.00 Post. 5¢ ext.

KNEE WARMERS 49¢ PAIR

25% SILK-AND-WOOL

18 L 17—Snug Knee Warmers; wear over or under hose. Come well above and below knee. Of about 20% Wool, 5% Genuine Thread Silk; balance fine Combed Cotton.

Fit snugly and stay put—are extra elastic-knit and have band of "Lastex" at top & bottom; won't bind. Elasticity stays in, despite washings.

COLOR: Pink. In regular size, outsize or double-extra outsize. Pair... 49¢ Post. 2¢

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
65

HOSE on this page are for stout women with EXTRA-large legs. These Hose are DOUBLE-extra OUTSIZE, and are the largest hose made, being wide enough and long enough to fit the stoutest legs. Knit even wider than the outsize hose on pages 63, 64 and 65; withstand the extra strain that very stout legs put on hose. Of superior yarns—and they're very low in price in proportion to wear. Foot-sizes up to 11½.

ELASTIC RIBBED TOPS



FASHIONED SEAMLESS SOLES

59¢ PAIR

18 L 60 MERCERIZED LISLE

18 L 201 FLEECE COTTON

These Double-Extra Outsize Stockings will fit the stoutest legs with comfort. They are not only double-extra wide and extra-long, but they also have elastic-ribbed tops that S-T-R-E-T-C-H. They won't become bulky or baggy. Absolutely seamless; fashioned; knit to fit. In two qualities. SIZES: 9 to 11½.

18 L 60—Of durable Mercerized Lisle, with reinforced heels, soles and toes. COLORS: French nude; hazelnut; dark gun-metal; pigeon gray; also black or white. Per pair. **59¢** Postage 2¢ extra.

18 L 201—Heavy-weight Combed Cotton warmly fleeced on the inside and well reinforced. COLORS: Camel-tan; teakwood (a dark tan); dark gun-metal; black. Price, pair. **59¢** Postage 2¢ extra.

DOUBLE-EXTRA Outsize HOSE

WIDE ENOUGH to fit THE STOUTEST LEGS
SIZES UP TO 11½



SILK-AND-RAYON
SERVICE WEIGHT
FASHIONED

69¢ PAIR

SEAMLESS SOLES

FASHIONED SEAMLESS SOLES
COMBED COTTON

3 PAIRS FOR \$1.00

MERCERIZED LISLE

2 PAIRS FOR \$1.00

18 L 189—For stout women who have extra-heavy legs; fine, Genuine Thread Silk-and-Rayon Hose in service weight. Double-extra Outsize and Extra-long. Fashioned; knit to fit the stoutest leg smoothly. Seamed back with fashioning marks.

Heel, sole and toe are reinforced. Ravel stop; double garter top is of mercerized cotton. Seamless sole.

COLORS: Butterscotch beige, dark gun-metal, light gun-metal, hazelnut; also in black or white. SIZES 9½ to 11½. Reduced price, pair. **69¢** Postage 2¢ extra.

A durable, low-priced Hose made in Double-extra Outsize—extra-long and extra-wide to fit the stoutest legs. Comes in Combed Cotton or Mercerized Lisle. Fashioned; knit to fit. Absolutely seamless; the feet are well-reinforced. COLORS: Butterscotch beige, hazelnut, pigeon gray, dark gun-metal or French nude; also in black. SIZES: 9 to 11½.

18 L 62—Sturdy Combed Cotton. Our very low price. **3 pairs for \$1.00** Postage 4¢ ext.

18 L 95—Of durable Mercerized Lisle. Our low price. **2 pairs for \$1.00** Postage 3¢ ext.

ELASTIC RIBBED TOPS that S-T-R-E-T-C-H

GENUINE SILK

HEAVY SERVICE WEIGHT

FASHIONED

\$1.29 PAIR

SEAMLESS SOLES

18 L 217—One of our best sellers—and it's no wonder! This Hose is DOUBLE-extra Outsize to fit the stoutest leg easily and comfortably.

Made of Genuine Thread Silk in heavy service weight. The elastic-ribbed top of mercerized lisle STRETCHES to fit your upper leg easily. Ravel stop prevents runs resulting from garter strain. Fashioned; knit to fit. Seamed backs; fashioning marks; seamless, reinforced soles.

COLORS: Butterscotch beige, taupebrown, dark gun-metal, hazelnut, light gun-metal, black. SIZES: 9½ to 11½. Reduced to. **\$1.29** Postage 2¢ extra.



OUR Finest SILK HOSE

FULL-FASHIONED

CREPE CHIFFON

\$1.45 PAIR

EXTRA-HEAVY SERVICE WEIGHT

\$1.95 PAIR

Our FINEST! Double-extra Outsize and extra-long Adapto Hose to fit the stoutest legs. Full-fashioned of Genuine Thread Silk in two weights. SIZES: 9½ to 11.

18 L 646—Crepe Chiffon weight; knit of highly-twisted threads that resist snags. Reinforced feet. COLORS: Butterscotch beige, graydust, hazelnut, dust-beige, or dark gun-metal. Pair. **\$1.45** Postage 2¢ extra.

18 L 1237—Extra-heavy Service weight; well-reinforced for durability. COLORS: Butterscotch beige; hazelnut; dust-beige; dark gun-metal; black. Pair. **\$1.95** Postage 2¢ extra.

GENUINE SILK

SERVICE WEIGHT OR CHIFFON WEIGHT

FULL-FASHIONED

\$1.00 PAIR

Extra-long, double-extra Outsize Hose made of Genuine Thread Silk. Full-fashioned to fit the stoutest legs comfortably. Strongly reinforced. In your choice of two weights. Colors: Dark gun-metal, dust-beige, hazelnut, butterscotch beige or graydust; also comes in black. SIZES: 9½ to 11.

18 L 256—Service weight; mercerized lisle garter top. **\$1.00** Postage 2¢ extra.

18 L 232—Clear, shadowless Chiffon weight; it's silk from top to toe. Our very low price. **\$1.00** Postage 2¢ extra.

ADAP-TOP EXTRA-SIZE HOSE WITH DOUBLE STRETCH ABOVE THE KNEE



ADAP-TOP EXTRA-SIZE HOSE WITH DOUBLE-EXTRA TOP

Superior Quality

GENUINE SILK

FULL-FASHIONED

SERVICE WEIGHT OR CHIFFON WEIGHT

\$1.35 PAIR



If your legs are stout below your knees and extra-stout above, we'll solve your hose problem! This full-fashioned Adap-Top Hose is of superior quality Genuine Thread Silk and comes in two weights. It's extra-size below the knee, but DOUBLE-extra size above. Well reinforced at the garter top, sole, toe and graceful French heel.

COLORS: Hazelnut, dust-beige, graydust, dark gun-metal, butterscotch beige or taupebrown; also black. SIZES: 9½ to 11. An unusually fine value.

18 L 118—Strong service weight. Pair. **\$1.35**
18 L 119—Clear chiffon weight. Pair. **\$1.35** Postage 2¢ extra on each pair.

WOOL HOSE FASHIONED

50% WOOL WORSTED

79¢

ALL-WOOL WORSTED

\$1.00

SILK-AND-WOOL

\$1.29

Three Qualities

When winter winds blow you will appreciate these warm Hose! Come in three qualities, each a fine value!

Very sturdily built to withstand the extra strain stout women place on their hose. Double-extra outsize; stretch to fit the stoutest legs. Fashioned; knit to fit. Double garter tops, and reinforced at heels and toes. COLORS: Teakwood (a dark tan), camel-tan or dark gun-metal; also black. SIZES: 9½ to 11½.

18 L 221—Made of about 50% Wool Worsted; the balance is Cotton. Seamless throughout. Fashioned. **79¢** Postage 2¢ extra.

18 L 198—Hose made entirely of 100% All-Wool Worsted; seamless throughout. Price. **\$1.00** Postage 2¢ extra.

18 L 199—Genuine Thread Silk and Wool Worsted (about 68% is Wool). Seamed backs. Reinforced seamless soles. **\$1.29** Postage 2¢ extra.

A Smart Figure

is not a matter of SIZE . . . It is a matter of the

CORRECT CORSET

—and Lane Bryant has the Correct Corset for YOU

A SMART FIGURE is a matter of CORRECT CORSETTING . . . not a matter of size! For the right corset skilfully and firmly molds your figure . . . seeming to re-proportion it . . . and giving you the trim, smooth lines that spell smartness!

Being specialists in stout women's corsetry, we can offer you a marvelous variety of beautifully-made garments, designed to give perfect fit and control. Thus you will get what practically amounts to "made-to-order" fit, but without paying a "made-to-order" price! Read all of the references below and see how easy it is to select a garment that is suited to YOUR particular figure.

Whatever your height, size,

or shape, Lane Bryant
can FIT You!



TALL
STOUT



AVERAGE
STOUT



SHORT
STOUT



LARGE
BUST



LARGE
ABDOMEN



LARGE
HIPS

Whatever Your Figure Problem, We Can SOLVE It!

TALL STOUT: If you are 5 feet, 5 inches or over in height, choose the longer length of any styles described in two lengths. The styles described in one length only are also correct for you.

AVERAGE STOUT: If you are about 5 feet, 4 inches in height, or if you like a long foundation garment, you should choose the longer length of any of the styles described in two lengths. The styles described in one length only are also correct for you.

SHORT STOUT: If you are under 5 feet, 4 inches in height, or if you like a short foundation garment, then you should choose the shorter length of any of the styles described in two lengths.

LARGE BUST: If your bust is extra-large in proportion to your hips, we have five models that are especially appropriate for your figure. These garments (all the styles on page 70) are provided in different shapes, including a shape that will give you ample room in the bust, yet is not too large in the hips.

LARGE ABDOMEN: If you have a pendulous or heavy abdomen, we recommend our Abdo-Lift models: 17 L 506-507 on page 68, and 17 L 828-829 and 17 L 823 on page 69—all up-lift and flatten a sagging abdomen by means of flexible boning and curved front steels. We also recommend supporter 17 L 830-831 and Adaptolette 17 L 518-519 on page 72. And if your abdomen is large but not pendulous, you may wear ANY Adaptolette with an inner belt.

LARGE HIPS: If your hips are extra-large in proportion to your bust, particularly if your hip measure is 6 inches or more greater than your bust, choose 17 L 880-881 or 17 L 152-153 on page 69 or any of the styles on page 70. The two styles on page 69 are made especially for you, with plenty of hip-room. And all the styles on page 70 come in different shapes including a shape that gives you ample hip-room, yet is not too large in the bust.

HOW TO ORDER



Before ordering Adaptolette, Belt or Corset, study the natural lines of your figure, and read every corset description. Then select your model and send exact measurements of your bust, waist and hips—taken rather snugly over dress with corset on (view above). State the length desired.

If your problem is a large abdomen, select this Rite-Front Corset for strong support. Of firm Coutil; shaped, well-boned front laces all the way down; lightly boned tongue underneath. Provides abdominal support and comforting BACK support, too.

Cut medium-low in front (two inches above waist); built-up high in back. Surgical elastic inserts in the back and across the top at the front. Opening at the side-front. Non-rust Duplex boning. COLOR: Tea-rose only.

17 L 800—SIZES: 29 to 46 waist. Side length about 15½ inches. Price. **\$3.98**
17 L 801—SIZES: 28 to 46 waist. Side length about 17½ inches. Price. **\$3.98**
Postage 8¢ extra on each.

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
67



ADAPTOLETTE
with
EXTRA-LONG
ADJUSTABLE
INNER BELT

\$4.95

Above: To the many stout women who desire the easy-to-get-into convenience of a front-hooking style, we offer this well-designed Adaptolette! Reduces abdomen due to its extra-long, boned inner belt of surgical elastic and coutil with up-lift bands of elastic. Adjustable by laces; side hooks.

Outer garment is of Broché, a rayon-striped cotton material. Mercerized surgical elastic at the sides will flatten your hips. Reinforced and boned at back and at diaphragm. Hooks down front. Superior non-rust boning. COLOR: Tea-rose only.

17 L 404—SIZES: 36 to 52 bust. } **\$4.95**
Side length is about 18 inches. . . . } Postage
17 L 405—SIZES: 36 to 58 bust. } 10¢ ext.
Side length is about 20½ inches. . . . }

17 L 600—At Right: If we only had room for the letters of praise we've received from stout women who wear this very comfortable, figure-sheathing Adaptolette! And no wonder, for it very cleverly combines freedom and curve control, giving you the long, smooth lines every stout woman covets!

Entirely of pliable Mercerized Surgical Elastic Bands, stitched firmly together. So strong and effective that it needs only light boning. Rayon elastic straps stay in place. Hooks down front.

COLOR: Tea-rose. SIZES: 36 to 58 bust. Side length under arm about 18 inches. . . . **\$3.59**
Postage 10¢ extra.

Adaptolette: Trade Mark Registered



"Rite-
Front"
LACE
CORSET

\$3.59

\$3.98

Surgical
Elastic
HOOKS IN
FRONT

BUST-CONFINING FIGURE-SLENDERIZING ADAPTOLETTES

-that WON'T slip off your shoulders

THE BUILT-UP Adaptolettes on this page will be especially appreciated by stout women who have sloping shoulders—for they have built-up tops with shoulders that stay in place... banishing the annoyance of slipping straps.

The built-up tops also restrain bulky, excess underarm flesh and eliminate unsightly bulges over shoulder blades. Sizes for short, average or tall stout women.

Smooth
CONTROL!
Perfect
FIT!

FRONT
OPENING

The FIVE Adaptolettes on this page will provide strong, all-over control and slenderizing lines. In regard to Styles A, B, C, D—these styles...

- Will not slip off your shoulders;
- Will confine bust and restrain excess flesh;
- Will control and support your abdomen by means of expertly-designed inner belts.

NOTE: Style E (at lower right) is a shoulder-strap, hip-confining model that is designed especially to support and to reduce the bust

A
with
INNER
BELT

\$2⁹⁸

B
with
ABDO-LIFT
INNER BELT

\$4⁹⁵

C
with
TALON
SLIDE
FASTENER
ON
INNER BELT

\$2⁹⁸

D
with
EXTRA-
LONG
Adjustable
INNER
BELT

\$4⁹⁵

A This sturdy Adaptolette of Broché, a rayon-striped cotton, controls the stout figure from shoulder to thigh. Sections of surgical elastic reduce hips; 2 comfort gores at the bottom. Firmly-boned back. Hooks down the front.

Boned coutil inner belt (see small view) has cotton surgical elastic sections, and strong elastic bands at the bottom. Side hooks; non-rust boning. COLOR: Tea-rose.

17 L 572—SIZES: 36 to 52 bust. About 18 ins. side length. \$2⁹⁸

17 L 573—SIZES: 36 to 58 bust. About 20 1/4 ins. side length. \$2⁹⁸

Postage 8¢ ext. on each.

D If you need all-over restraint, wear this Adaptolette! It reduces your abdomen by means of its extra-long, strongly boned inner belt made of surgical elastic and coutil with uplift bands of elastic; easily adjustable by laces at the front. Hooks at the side.

Outer garment is of Broché, a rayon-striped cotton fabric. Non-slip, built-up top. Elastic comfort gores; mercerized surgical elastic at the sides. Reinforced and boned at the back and diaphragm. Hooks down the front. Superior non-rust boning. COLOR: Tea-rose only.

17 L 400—36 to 52 bust. Side length under arms about 18 ins. \$4⁹⁵

17 L 401—36 to 58 bust. Side length under arms about 20 1/4 ins. \$4⁹⁵

Postage 10¢ ext.

B A popular Adaptolette with Abdo-Lift Inner Belt made of Coutil and surgical elastic. Elastic up-lift bands; curved flexible steels adjustable by laces at each side-front will support a sagging abdomen and also relieve back-strain.

The Rayon-Brocaded Cotton outer garment has hip-control sections of surgical elastic. Well-boned back; coutil inner diaphragm support. A built-up top. COLOR: Tea-rose only.

17 L 506—SIZES: 36 to 52 bust. About 19 1/4 inches side length. \$4⁹⁵

17 L 507—SIZES: 36 to 58 bust. About 21 1/4 inches side length. \$4⁹⁵

Postage 10¢ extra on each.

C 17 L 574—An Adaptolette with inner belt that has a non-rust Talon slide fastener with felt-lined coutil tongue. It's of boned coutil; surgical elastic sections and cross straps flatten the abdomen.

Outer garment is made of pre-shrunk, Rayon-Brocaded Cotton Corset Batiste; built-up top with rayon elastic at shoulders. Surgical elastic bands flatten the diaphragm.

Side sections and comfort gores are of strong surgical elastic. Shaped, uplift bust sections. Well-boned back.

Color: Tea-rose. Sizes: 36 to 58 bust. Side length about 20 ins. Price... \$2⁹⁸

Postage 8¢ ext.

E This bust-reducing and hip-confining Adaptolette sold by the thousands at \$4.95 and is now only \$3.98. Its skillfully shaped bust sections, of heavy elastic bands and light boning, are adjustable by side laces. Adjustable shoulder straps.

Remainder of garment is of heavy Coutil with Non-rust Duplex boning. Laces all the way down back; front hooks. Elastic inserts at the bottom. COLOR: Tea-rose.

17 L 820—29 to 45 ins. waist. About 17 1/4 ins. side length. \$3⁹⁸

17 L 821—29 to 50 ins. waist. About 19 1/4 ins. side length. \$3⁹⁸

Postage 10¢ ext.

E
BUST-
REDUCING
HIP-
CONFINING

\$3⁹⁸

PAGE 68 Send us your correct measurements... we will send correct size

Adaptolette: Trade Mark Registered United States Patent Office.



ADJUSTABLE ABDO-LIFT BELTS - to Support Sagging Abdomen

ABDO-LIFT Garments shown below are designed especially for those stout women who have a large or pendulous abdomen. The ABDO-LIFT belt alone, or as part of the Corset, uplifts and flattens your abdomen because the flexible boning and curved steels are adjustable by side laces. Relieves backstrain by supporting spine.

Abdo-Lift: Registered U. S. Pat. Off.

BACK-LACE CORSET WITH ABDO-LIFT BELT **\$3⁹⁸**

ABDO-LIFT BELT WITH LACED CORSET-BACK **\$2⁹⁸**

Back-Lace Corset and Abdo-Lift Belt of well-boned Coutil. Outer garment is high in back and 2 inches above waist in front. Flexible front clasp. Flattens figure; relieves backstrain. Side-hook belt has sections of surgical elastic. It's slightly bowl-shaped and has curved front steels, adjustable by side-laces, to uplift and support pendulous or sagging abdomen. COLOR: Tea-rose only.

17 L 828—30 to 48 waist. 8 1/4 inch front clasp. Side length is about 16 inches. Price..... **\$3⁹⁸**

17 L 829—30 to 51 waist. 9 1/4 inch front clasp. Side length is about 18 inches. Price..... **\$3⁹⁸**

Postage 8¢ extra.

17 L 823—This popular Abdo-Lift Belt is made of sturdy Coutil. It supports and flattens a large or pendulous abdomen by means of the firm boning and the curved, front clasp whose control is adjustable by the lacing at each side-front.

The long corset-back supports spine. Laces all the way down the back (see small view) and at the sides for adjustment. Well-boned.

COLOR: Tea-rose only. SIZES: 30 to 52 inches waist measure. Our very low price..... **\$2⁹⁸**

Postage 6¢ extra.

for YOU, if you have EXTRA-LARGE HIPS

Corset and Adaptolette for the stout woman whose hips are extra-large (with hips at least six inches larger than bust).

Designed to control the hips and make them appear actually slimmer. Shaped to fit your figure, they allow plenty of hip-room. And the Adaptolette is NOT too large in the bust.

LACES
IN
BACK



\$4⁹⁵ **THI-REDUCING BACK-LACE CORSET**

\$4⁹⁵ **ADAPTOLETTE WITH EXTRA-LONG ABDOMINAL BELT**

Are your hips extra-large? This firm Coutil Thi-Reducing Back-Lace Corset is shaped to give you roomy yet super-strong hip control!

Heavily boned throughout; triply boned at sides to restrain and smooth down fleshy hips. Double section over abdomen. Surgical elastic sections at the front thighs. The high front comes 3 1/4 inches above waist; 10 1/4-in. clasp. COLOR: Tea-rose only.

17 L 880—SIZES: 31 to 48 waist. Side length is about 17 inches. Price..... **\$4⁹⁵**

17 L 881—SIZES: 32 to 51 waist. Side length is about 19 inches. Price..... **\$4⁹⁵**

Postage 8¢ extra.

An Adaptolette of Broché, a sturdy Rayon-striped Cotton fabric. For the woman with extra-large hips. For the inner diaphragm reinforcement. Uplift bust sections; strong boning in back. Detachable, adjustable shoulder straps. Laces in back from the waist down.

Extra-long, boned inner belt is of coutil and surgical elastic; graduated clasp and adjustable straps at front; non-rust boning. COLOR: Tea-rose.

17 L 152—36 to 52 bust. Side length about 19 inches. Clasp length is 8 1/4 inches..... **\$4⁹⁵**

17 L 153—36 to 58 bust. Side length about 21 inches. Clasp length is 9 inches..... **\$4⁹⁵**

Postage 10¢ extra.

TWO-WAY S-T-R-E-T-C-H "LASTEX" Perfect Freedom for Stout Women

17 L 901
"LASTEX"
AND LACE
BANDEAU

\$1⁰⁰

SUPERIOR
QUALITY

With
BONED
FRONT-
PANEL

17 L 663
LASTEX
PANTIE
GIRDLE

\$1⁹⁸

"Lastex" garments on the right half of this page are for the stout woman who wants the very utmost in freedom and comfort. They are so light-in-weight that they're just what you need for practical everyday wear.

Of genuine "Lastex," they'll S-T-R-E-T-C-H both ways and won't ride up; they will wash and wear exceptionally well. In choice of five attractive styles, all amazingly low in price!

SUPERIOR
QUALITY
"LASTEX"
ADAPTOLETTE

\$2⁹⁸

Matching Pantie-Girdle and Bandeau

17 L 663—PANTIE-GIRDLE: of superior, Two-Way Stretch "Lastex" in a ribbed, tightly knit quality. Lightly boned rayon-and-cotton satin front panel is reinforced with saten for added support. Rayon jersey double crotch. Four, flat, knitted "Lastex" garters. COLOR: Tea-rose. SIZES: 29 to 48 waist; about 15 inches long. **\$1⁹⁸** Post. 6¢ ex.

17 L 901—BANDEAU: matches pantie-girdle above and girdle at lower right. Slipover style; diaphragm band is superior, ribbed, Two-Way Stretch "Lastex" Cotton Net lined Imported Lace bust sections. Plain "Lastex" band at bottom; low back. Color: **\$1⁰⁰** Post. 2¢ ex.

With Lace Bust Sections

17 L 602—If you're one of many stout women who enjoy the comfort of "Lastex," then you will be delighted with this Adaptolette!

Our strongest, superior quality Two-Way Stretch "Lastex" tightly knitted in ribbed effect. Fashioned band at bottom hugs thighs. The bust sections are of Imported Lace lined with cotton net. Low-cut back. Rayon satin ribbon and elastic shoulder straps.

COLOR: Tea-rose. SIZES: 29 to 48 waist meas. Length of girdle section about 15 inches. **\$2⁹⁸** Postage 8¢ ext.

Adaptolette: Trade Mark Registered.

17 L 658
"LASTEX"
GIRDLE
WITH
REINFORCED
ABDOMINAL
SECTION



\$1⁰⁰

At the Left

17 L 658—Here is an inexpensive Girdle. It is of Two-way Stretch "Lastex," comfortable and light-in-weight.

It stretches both ways; never rides up. For additional support, we've reinforced this girdle with a double, self-fabric abdominal section. Girdle has 4 plush-lined garters.

Color: Tea-rose only. SIZES: 29 to 40 inches waist measure. Length is about 15 inches. Our low price. **\$1⁰⁰** Post. 6¢.

At Right

17 L 651—Many of our customers have written to tell us how much they enjoy the flexible freedom provided by this very comfortable, light-weight Girdle!

Of strongest, ribbed, Two-way Stretch "Lastex," a tightly knit, superior quality. Shaped to fit, with a plain fashioned band at top to mold waistline, and at bottom to hug the thighs. Four, flat knit "Lastex" garters.

Color: Tea-rose only. SIZES: 29 to 48 inches waist measure. Length is about 15 inches. Our low price. **\$1⁹⁸** Post. 6¢.



17 L 651
SUPERIOR
QUALITY
"LASTEX"
GIRDLE

\$1⁹⁸

Lano Bryant
New York 69

The five ADAPTOLETTES shown and described on this page are made in sizes and shapes to fit various stout figures, such as those sketched at the right.

Each one is carried in stock in different SHAPES—as well as in different SIZES—designed for almost every type of stout figure. Send your measurements (see page 67) and we will send you the garment of your choice in the correct size and shape.

These Five ADAPTOLETTES ... are carried in stock in SIZES and SHAPES for various figures such as these →

HERE is an idea in individualized corset-fitting that stout women have greeted with enthusiasm. For now even the most difficult figure can get a ready-made Adaptolette in what is practically a "made-to-order" fit.

Lane Bryant, the world's greatest corset specialist for stout women, takes pride in offering you these five Adaptolettes, each made in SHAPES as well as SIZES to fit almost every type of stout figure, such as the three examples pictured at the right.

To design these garments correctly, our experts have classified the measurements of thousands of stout women and have visited many customers in their own homes to consult them on their figure problems. Thus we say:

- If your hips are extra-large in relation to your bust, we can fit you in each of these five styles.
- If your bust is extra-large in relation to your hips, we can fit you in each of these five styles.
- If you're average stout with hips and bust normally proportioned we can fit you in each of these 5 styles.

No longer need the "hard-to-fit" problem trouble you! Just tell us your measurements; we will send the garment you select in the correct SHAPE as well as the correct SIZE.

LARGE
HIPS



AVERAGE
STOUT



LARGE
BUST



ADAPTOLETTE WITH
LIGHT-WEIGHT
ABDOMINAL BELT \$1.98

17 L 14—Adaptolette of firm, daintily figured Cotton fabric. Sizes and shapes to fit almost every stout figure type. Built-up top; shaped bust sections.

Surgical elastic sections at the sides flatten hips. Side-hooks. Light-weight, but firm, inner belt made of coutil and surgical elastic is boned at the front to control the abdomen; hooks at side.

Color: Tea-rose. Sizes: 36 to 52 bust. Side length about 20 ins. Postage 8¢ extra. \$1.98

DUO-CONTROL
ADAPTOLETTE
with
EXTRA-LONG
INNER BELT

\$4.95

If you have a large abdomen or a fleshy diaphragm, wear this Duo-Control Adaptolette. Gives good support, especially at those two troublesome places. In Sizes and Shapes for every type of stout figure. Extra-long, front-hook inner belt is almost a corset in itself! The firm boning, the durable coutil and the mercerized surgical elastic combine to give abdominal support.

The outer garment is made of Broché, a rayon-stripped Cotton material. Mercerized surgical elastic sections restrain hips; a boned inside support at diaphragm. Coutil inner reinforcement at lower back. Superior non-rust boning. COLOR: Tea-rose only.

17 L 22—SIZES: 36 to 52 bust. Side length about 18 1/2 inches. \$4.95
17 L 23—SIZES: 36 to 58 bust. Side length about 20 1/4 inches. Postage 10¢ ext.

Adaptolette: Trade Mark Registered.

PAGE We GUARANTEE to please YOU—or we'll send your money back
70

BUST-CONFINING
ADAPTOLETTE
WITH ADJUSTABLE
REDUCING INNER BELT \$5.95

Bust-confining Adaptolette of Rayon-Broadened Cotton; laces at the side. In shapes and in sizes to fit almost every type of stout figure.

The well-boned coutil inner belt reduces the abdomen. Its adjustable slanting straps regulate the control of the graduated, curved front clasp; adjustable side-front laces. Built-up top stays PUT. COLOR: Tea-rose.

17 L 24—SIZES: 36 to 52 bust. Side length about 18 1/2 inches. \$5.95
17 L 25—SIZES: 36 to 58 bust. Side length about 21 inches. Postage 10¢ ext.

LACES
IN
BACK

Front-Opening
ADAPTOLETTE
WITH INNER BELT \$2.98

17 L 28—Adaptolette in sizes and shapes to fit almost every stout figure (see editorials above). Reduces your abdomen due to its strongly boned, side-hooking inner belt made of surgical elastic and coutil with sturdy uplift bands of elastic.

The front-hook, outer garment is of Broché, a rayon-figured cotton. Flexible front clasp. The special, patented Lok-Stitched Black Boning is securely anchored in pockets to prevent it from slipping or poking through. Laces down the back. COLOR: Tea-rose. SIZES: 36 to 58 bust measure. Side length about 20 ins. \$2.98 Postage 8¢ ext. Our unusually low price...

ADAPTOLETTE WITH
FIRM, EXTRA-LONG
COUTIL INNER BELT \$3.98

Adaptolette in shapes for almost all stout figures. Controls large abdomen by means of its extra-long, boned, side-hook inner belt of coutil and surgical elastic.

Of Broché, a rayon-stripped Cotton. Straight, flat bust lines. Surgical elastic sections. Inner diaphragm reinforcement. Well-boned back. COLOR: Tea-rose only.

17 L 26—36 to 52 bust. Side length about 19 ins. \$3.98
17 L 27—36 to 58 bust. Side length about 22 ins. Postage 10¢ ext.

JERSEY COVERED Rubber Reducers

...with Perforations that let
your skin B-R-E-A-T-H-E

The seven styles shown on this page are made of Genuine Rubber. These Reducers are perforated to permit the pores to breathe and are covered with soft, absorbent Cotton Jersey. All are fine values.

This letter printed by permission Mrs. Claude Kain of Dassel, Minn., writes us: "I've been wearing one of your Jersey-Covered Rubber Reducing Corsets for a year-and-a-half, and want to tell you how nicely it molds my figure, how comfortable it is..."



LACES
IN BACK

\$1.98 RUBBER
ADAPTOLETTE
FRONT OPENING

17 L 544—Priced only \$1.98! This comfortable Reducing Adaptolette is of Perforated Genuine Rubber! Covered on both sides with soft and absorbent Cotton Jersey.

Boned front section and entire top, front and back, are of sturdy, pre-shrunk Cotton Corset Batiste.

Bodice top; the up-lift bust sections hook at front. Well-boned clasp below, which opens all the way down, gives firm abdominal restraint. Full-length back laces (see small view) for adjustment. COLOR: Tea-rose only. SIZES: 36 to 52 bust. Side length is about 20 inches. Price... **\$1.98**

Postage 8¢ extra.



LACES
IN BACK

\$4.95
Our Finest RUBBER REDUCING
ADAPTOLETTE WITH
TALON Slide Fastener

Step-in Adaptolette of our best quality Perforated Genuine Rubber, covered on both sides with soft, absorbent Cotton Jersey! Non-rust Talon Slide Fastener has coull tongue: hooks across all the way down under fastener. Bodice top: rayon trico up-lift bust sections. Inner reinforcement of boned coull at the diaphragm and abdomen. Upper back and seam reinforcements are of sturdy Pre-shrunk Cotton Corset Batiste. Laces all the way down back. COLOR: Tea-rose.

17 L 554—SIZES: 36 to 52 bust measure.

Side length is about 18 inches. Our price... **\$4.95**

17 L 555—SIZES: 36 to 58 bust measure.

Side length about 20 1/2 inches. Our price... **\$4.95**

Postage
10¢ ext.



\$2.98

BUST-CONFINING
RUBBER REDUCING
ADAPTOLETTE

Reducing Adaptolette of fine quality. Perforated Genuine Rubber covered on both sides with cotton jersey. Entire top (front and back) and the seam reinforcements are pre-shrunk Cotton Corset Batiste.

The up-lift bust sections mold you nicely. Built-up top; non-slip rayon elastic straps. Laces all the way down back for adjustment (small view). Well-boned back. Side hooks. COLOR: Tea-rose only.

17 L 552—36 to 52 bust. Side length about 18 inches.

17 L 553—36 to 58 bust. Side length about 20 1/2 inches.

\$2.98

Postage
10¢ ext.



LACES
IN BACK



17 L 869

\$1.98

LACES
IN BACK

JERSEY COVERED
ON INSIDE ONLY

Corset at Left

17 L 869—If you want a low-price Reducing Corset that gives hip restraint and comfort, then choose this one.

Of heavy, Perforated Genuine Rubber that's covered on inside with soft, absorbent Cotton Jersey. Has adjustment laces in back. Flexible non-rust Duplex boning.

COLOR: Tea-rose. SIZES: 32 to 50 waist. About 15 inches side length; 8-in. graduated clasp. Post. 6¢ **\$1.98**

Our Best
RUBBER REDUCING
CORSET

At the Right

17 L 865—This fine Reducing Corset is at the head of its class! It's of our best quality of heavy, Perforated Genuine Rubber and is covered on both sides with very absorbent, soft Cotton Jersey.

Laces down back for adjustment. Flexible, non-rust duplex boning.

COLOR: Tea-rose. SIZES: 32 to 50 inches waist. About 15 inches side length. An 8-inch graduated front clasp. Our price... **\$2.98**

Post. 6¢



LACES
IN BACK

17 L 865

\$2.98



\$1.00 BRASSIERE WITH
DIAPHRAGM
RUBBER
REDUCER

17 L 987—An Up-Lift Brassiere of Broché (rayon-striped Cotton fabric). Molds and confines the bust. At the diaphragm, there is a shaped front section of Perforated Genuine Rubber, covered on both sides with soft, absorbent Cotton Jersey. Hooks at the side.

COLOR: Tea-rose only. SIZES: 36 to 58 bust. Price **\$1.00**

Postage 3¢ extra.

RUBBER REDUCING
ADAPTOLETTE

Superior
Quality **\$3.98**

Here's a very comfortable Reducing Adaptolette which makes you appear slimmer the instant you put it on!

Except for the up-lift bust sections of rayon trico, the entire garment is made of our superior quality Genuine Rubber, and is covered on both sides with soft, absorbent Cotton Jersey. Perforated to "air-cool" the skin.

Garment is well-reinforced inside at the diaphragm and at the abdomen, and laces all the way down the back (see the small view) for adjustment. Hooks at side. Flexible boning gives firm support. COLOR: Tea-rose only.

17 L 538—36 to 52 bust. Side length about 18 1/2 ins. **\$3.98**

17 L 539—36 to 58 bust. Side length about 21 1/2 ins. **\$3.98**

Postage 10¢ ext.

Adaptolette: Trade Mark Reg.

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y. **PAGE 71**



OUR
Finest
ADAPTOLETTE
with
SPECIAL
ADJUSTABLE
ABDOMINAL
BELT

BROCADED
CORSET
BATISTE

\$6⁹⁵

A great success from the day we introduced it! This, our finest Adaptolette, gives all-over control plus firm abdominal support. The well-boned coutil inner belt is rounded in a shallow bowl-effect, giving gentle support to the pendulous or sagging abdomen. The inner belt is adjustable by side-lacings, which raise or lower it to lift abdomen into a comfortable position. Hooks at side.

Outer garment is of pre-shrunk, Rayon-Brocaded Cotton Corset Batiste; surgical elastic side panels. Coutil, inside diaphragm reinforcement. Bust sections of rayon trico. Well-boned back; side hooks. COLOR: Tea-rose.

17 L 518—SIZES: 36 to 52 bust measure. Side length about 19 inches. Our price. **\$6.95**
17 L 519—SIZES: 36 to 58 bust measure. Side length about 21 inches. Our price. **\$8.95**
Postage 10¢ ext.

For
Abdominal
Support

with STRAPS to
HOLD-YOU-IN

\$4⁹⁵



Page 72 Send us your correct measurements... we will send correct size

ADAPTOLETTE
with
TALON
SLIDE
FASTENER



\$1⁹⁸

17 L 558—This Adaptolette will cut down your dressing time! Slip into it and zip up the non-rust Talon slide fastener (has a tongue underneath for protection). You'll be delighted with the smooth lines it will give you. Of Broché, Rayon-striped Cotton fabric. Boning in back for support; surgical elastic sections at each side in back. Boned coutil inner reinforcement at the diaphragm. Up-lift bust sections.

COLOR: Tea-rose only. SIZES: 36 to 54 bust. Side length is about 20 inches. Our low price. **\$1.98**
Postage 8¢ extra.

ADAPTOLETTE
WITH
EXTRA-
LONG
ABDOMINAL
BELT

\$1⁹⁸



17 L 584—Do you want firm control at very little cost? Then choose this Adaptolette, a grand bargain at only \$1.98.

Of attractively figured Cotton fabric that wears well. Strong boning in the back for support; surgical elastic at the sides for hip-restraint. Entire garment hooks at side.

And here is good news if you have a LARGE abdomen! The strong inner belt is made EXTRA-LONG to control and reduce the abdomen. Made of sturdy coutil and elastic; lightly boned. Hooks at side.

COLOR: Tea-rose. SIZES: 36 to 54 bust. Side length about 20 inches. **\$1.98**
Postage 8¢ extra.

STEP-IN
ADAPTOLETTES

with
the
Famous
TALON
Slide
Fastener

A
Skinner
Fabric

\$2⁹⁸

17 L 19—A Step-in Adaptolette of Skinner Satin—lustrous Rayon-faced Cotton-backed satin that wears very well. Gives fine all-over support.

Well boned at back from waist down. Non-rust Talon Slide Fastener has a wide coutil tongue held flat by tab.

Boned coutil inner reinforcement flattens the diaphragm and abdomen; surgical elastic panels at the sides. Shaped up-lift bust sections are of rayon trico. Forked shoulder straps.

Tea-rose. SIZES: 36 to 52 bust. Side length about 21 ins. **\$2.98**
Postage 8¢ extra.

This Step-in Adaptolette gives all-over support. It's of pre-shrunk, Rayon-Brocaded Cotton Corset Batiste; the speedy, non-rust Talon Slide Fastener has coutil tongue that hooks across under fastener for protection.

The lower back and the sides are of light weight one-way stretch "Lastex"—stretches across at the sides, and up and down in back. There is a "Lastex" gore at top in back; boned inner reinforcement at abdomen and diaphragm. Forked shoulder straps. COLOR: Tea-rose.

17 L 512—SIZES: 36 to 52 bust. About 19 1/2 inches side length. **\$4.95**
17 L 513—SIZES: 36 to 58 bust. About 21 1/2 inches side length. **\$4.95**
Postage 10¢ ext.

Adaptolette: Trade Mark Reg. U. S. Pat. Off.

COILED
WIRE BONING
"Gives" with EVERY Motion



THI-REDUCING
Back-Lace
CORSET **\$3⁹⁸**

ADAPTOLETTE
with UP-LIFT
INNER BELT **\$4⁹⁵**

THE two garments above have Coiled Wire Boning—the kind that "gives" with every motion, yet affords you ample support. Flexible and will NOT rust.

Thi-Reducing Back-Lace Corset made of Coutil. Elastic inserts and reinforced straps confine and reduce hips and thighs.

Coiled Wire Boning for firm, flexible support. High back; an elastic-topped low front, 2 ins. above waist. Graduated clasp. Laces down back. COLOR: Tea-rose.

17 L 826—SIZES: 29 to 48 waist. 8-in. graduated clasp. Side length about 16 1/2 inches. **\$3⁹⁸**
17 L 827—SIZES: 30 to 48 waist. 9-in. graduated clasp. Side length about 18 1/2 inches. **\$3⁹⁸**
Postage 8¢ extra.

For the comfort of Coiled Wire Boning and for firm abdominal support, wear this Adaptolette of Rayon-Brocaded Cotton; the bust sections are of rayon trico. Surgical elastic side sections confine hips. Coutil inner diaphragm support. Well-boned back. Inner belt of boned coutil. Flexible front steel and diagonal bands uplift abdomen. Elastic side sections. COLOR: Tea-rose.

17 L 520—SIZES: 36 to 52 bust. Side length about 19 1/2 inches. **\$4.95**
17 L 521—SIZES: 36 to 58 bust. Side length about 21 inches. **\$4.95**
Post. 10¢ ex.



HOOKS
AT
SIDE

**OUR FINEST
BRASSIERE \$1.69**
A Skinner Fabric

17 L 949—Our finest! Extra-long Uplift Brassiere made of Skinner Satin—lustrous Rayon-faced satin with a Cotton back that will wear very well. The semi-built-up top restrains excessive flesh; rayon grosgrain & elastic shoulder straps are forked at back. Hooks at side.

COLOR: Tea-rose only. SIZES: 36 to 58 bust. Price... **\$1.69**
Postage 3¢ extra.



**UP-LIFT
BANDEAU
OF
PRE-SHRUNK
CORSET
BATISTE**

89¢

HOOKS
AT
SIDE

17 L 906—Bust-confining Up-lift Bandeau made of pre-shrunk Cotton Corset Batiste. The built-up top restrains excessive flesh. Insert of mercerized elastic at back (small view). Skillfully designed to uplift a sagging bust. Hooks at the side. Elastic shoulder straps in back.

COLOR: Tea-rose only. SIZES: 36 to 52 bust. Our price... **89¢**
Postage 2¢ extra.



**UP-LIFT
BRASSIERE
WITH
TALON
SLIDE
FASTENER**

\$1.00

17 L 900—Sold by the thousands at \$1.19, now \$1.00! Up-lift Brassiere made of Pre-shrunk Corset Batiste. Flat Talon slide fastener opening at the front; coutil tongue beneath (see small view). Elastic comfort cores at the side in the back.

COLOR: Tea-rose. SIZES: 36 to 58 bust. Price... **\$1.00**
Postage 2¢ extra.

**LIGHT-WEIGHT
ABDOMINAL BELT \$1.00**

17 L 762—Fine value! If you want a light-weight, abdominal-supporting Belt, this is the garment for you! It's made of sturdy Coutil, and is adjustable by laces in the back. Flexible front boning and bands of surgical elastic uplift and flatten the abdomen. Hooks at the side.

COLOR: Tea-rose. SIZES: 33 to 48 inches waist. Price... **\$1.00**
Postage 4¢ extra.



**EXTRA-LONG
BUST
CONFINERS**

HOOKS IN FRONT

\$1.29

17 L 992—For "top-heavy" figures: a bust-confining, extra-long Brassiere. Built-up top firmly restrains flesh. It's made of Rayon-Brocaded Cotton and has elastic side sections. Front closing. COLOR: Tea-rose. SIZES: 36 to 58 bust. Price... **\$1.29**
Postage 3¢ extra.



**EXTRA-
LONG
DIAPHRAGM
REDUCER**

HOOKS AT
SIDE

\$1.00

17 L 939—An extra-long Brassiere of sturdy Broché, a firm Rayon-striped Cotton fabric. A well-boned coutil reinforcement reduces your diaphragm. Elastic side inserts. Hooks at side.

COLOR: Tea-rose only. SIZES: 36 to 58 bust. Our price... **\$1.00**
Postage 2¢ extra.



**UP-LIFT
BANDEAU**

59¢

HOOKS
AT
SIDE

17 L 907—This Up-lift Bandeau will give you a youthful silhouette and smooth lines across the upper part of your diaphragm. It's of Linen-finish Cambric with shaped bust sections. Hooks at the side.

COLOR: Tea-rose only. SIZES: 36 to 52 bust. Our price... **59¢**
Postage 2¢ extra.



**DIAPHRAGM
REDUCER**

...TO BE WORN
OVER CORSET

\$1.19

17 L 740—Bothered by a waistline "roll"? Then wear this Diaphragm Reducer right over your corset, as is shown. Fashioned of Mercerized Elastic Webbing and strong tape.

Reduces diaphragm from two to four inches without discomfort. It will prevent bulging when worn over a low or medium low corset, giving you a trimmer figure. Front hooks.

COLOR: Tea-rose. SIZES: 30 to 46 waist. Price... **\$1.19**
Postage 3¢ extra.



HOOKS IN FRONT

59¢ EACH 2 FOR \$1.19

17 L 902—Need firm support? wear this extra-size Brassiere of sturdy White Cambric. It's trimmed with an embroidered yoke and scalloped braid edging. Hidden front-hooks. SIZES: 36 to 58 bust. Price... **59¢**
Postage 2¢ extra.

SPECIAL: 2 for **\$1.10** Post. 3¢ ex.



**SIDE-HOOK
GIRDLE**

\$1.00

17 L 741—Short Side-Hook Girdle of sturdy, Rayon-Brocaded Cotton material that is very attractive.

It has surgical elastic sections at the sides to assure you perfect fit. Comfortable and lightly boned. Very easy to wash. Hooks at left. There are four strong supporters to keep your stockings in place.

COLOR: Tea-rose. SIZES: 26 to 46 waist. Price... **\$1.00**
Postage 4¢ extra.



**DIAPHRAGM
REDUCER**

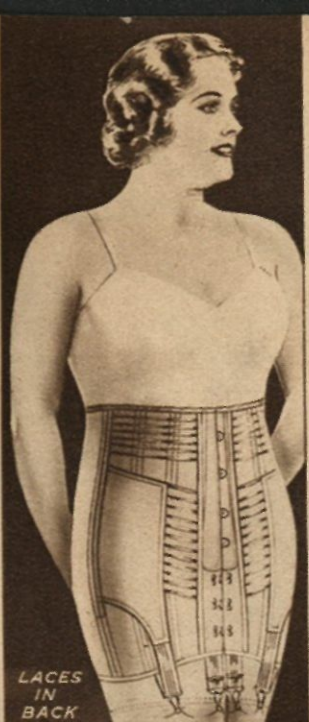
...TO BE WORN
OVER CORSET

\$1.19

17 L 740—Bothered by a waistline "roll"? Then wear this Diaphragm Reducer right over your corset, as is shown. Fashioned of Mercerized Elastic Webbing and strong tape.

Reduces diaphragm from two to four inches without discomfort. It will prevent bulging when worn over a low or medium low corset, giving you a trimmer figure. Front hooks.

COLOR: Tea-rose. SIZES: 30 to 46 waist. Price... **\$1.19**
Postage 3¢ extra.



LACES
IN
BACK

**ABDOMINAL
REDUCING
CORSET \$1.98**

17 L 862—An Abdomen-reducing Coutil Back-lace Corset—fine value! Extra sections of coutil and surgical elastic, held down by double garters, give smooth, flat front lines. Well-boned.

There are bands of elastic at the top-front and bottom-back. Lowbust style—comes 1½ inches above waist. 8-inch graduated clasp at front; hooks below.

COLOR: Tea-rose only. SIZES: 31 to 45 waist. Side length about 15½ inches. Price... **\$1.98**
Postage 6¢ extra.



HOOKS
AT
SIDE

\$1.00

**COMFORT BRASSIERES
MAY BE WORN
WITH or WITHOUT A CORSET**

17 L 947—If your shoulders, back and underarms are fleshy, you'll appreciate the built-up top of this Comfort Brassiere. Of sturdy striped Cotton material. May be worn with or without your corset; comfortable to wear when working.

And you will like the way the shoulder straps definitely stay up. A best seller at \$1.19, this brassiere is now priced \$1.00!

Lightly boned over diaphragm. Hooks at the side; elastic side inserts. Two garters at the front.

COLOR: Tea-rose. SIZES: 36 to 58 bust. Our price... **\$1.00**
Postage 4¢ extra.



HOOKS
AT
SIDE

**LIGHT-WEIGHT
ADJUSTABLE
ABDOMINAL
BELT \$1.98**

17 L 760—Coutil Adjustable Abdominal Belt that's light-in-weight yet supports and flattens abdomen strongly.

The back is well-boned; the boned front is made of double coutil with a large, shaped firm surgical elastic section at each side to confine the hips. Adjustable laces at either side-front. Non-rust Duplex boning used. Side-hooks.

COLOR: Tea-rose. SIZES: 28 to 48 waist... **\$1.98**
Postage 6¢ ext.



\$1.49

17 L 905—Comfort Brassiere made of long-wearing Broché, Rayon-striped Cotton fabric. May be worn with or without corset. Brassiere comes well down over the diaphragm where it's lightly boned. Extra-long garters hold it down! Shaped up-lift bust sections.

COLOR: Tea-rose. SIZES: 36 to 58 bust... **\$1.49**
Postage 4¢ ext.

LANE BRYANT Page
39th St. at Fifth Ave. 73
NEW YORK, N. Y.

TWO-PIECE Pajamas

New!

Warm Pajamas

Choice of FOUR Styles



BROADCLOTH
SHORT SLEEVES
14 L 496

\$1.00

FLANNELETTE
LONG SLEEVES
14 L 497

\$1.79

ONE-PIECE Pajamas with FEET

12 1/2% WOOL
14 L 778

\$1.98

...AND WITH CONVENIENT TALON SLIDE FASTENER

TWO-PIECE Pajamas

PRE-SHRUNK BALBRIGGAN
14 L 499

\$1.79

Slumber Snuggie

MEDIUM WEIGHT COMBED COTTON
14 L 254
\$1.79

12 1/2% WOOL
14 L 474

\$1.98

30% SILK AND WOOL
14 L 264
\$2.98

TWO-PIECE Pajamas

Cold winter nights need hold no terrors for you when you are wearing any one of these delightfully warm Pajamas! All are in extra-sizes . . . all are very low-priced!

Above: One-piece Pajamas with Attached Feet

14 L 778—Borrowing an inspiration from the younger set, we take pleasure in presenting this practical idea for sleeping comfort! These One-piece Knitted Pajamas with attached "feet" will keep you warm from neck to toe! Made of about 12 1/2% Wool, and the balance of Combed Cotton. In neat, ribbed pattern—very warm and comfortable.

Convenient, non-rust Talon slide-fastener at front. Drop seat has elastic at top. Long sleeves; ribbed cuffs with knit-in "Lastex" band; double collar. COLOR: Tea-rose. SIZES: 36 to 52 bust meas. Please state height; we will send the correct length. An exceptional value at our low price. . . \$1.98 Postage 10¢ ext.

Roomy Tailored Pajamas

14 L 499—How you will enjoy the warmth of these Two-piece Pajamas made of pre-shrunk, Combed Cotton Balbriggan when the weather turns cold. In roomy, extra-sizes. You may wear the collar fastened high (small view), or open as in the large view.

Snug, ribbed cuffs finish the long sleeves and the trousers, which have elastic at the back of waist and a French band at the front. COLORS: Tea-rose or powder blue or orchid. SIZES: 36 to 58 bust measure. Was \$1.98, now priced at . . . \$1.79 Postage 10¢ extra.

Trim-looking, tailored, two-piece Pajamas. French band at front of the trousers, elastic at back. SIZES: 36 to 58 bust. Choice of two fabrics.

14 L 496—Of Cotton Broadcloth with short sleeves. COLORS: Tea-rose, orchid or light blue. Formerly \$1.19, our new low price, only . . . \$1.00 Postage 10¢ extra.

14 L 497—Made of warm Flannelette with long sleeves (see small view). COLORS: Tea-rose or powder blue. Formerly \$1.98, now . . . \$1.79 Postage 10¢ extra.

PRE-SHRUNK BALBRIGGAN NIGHTGOWN

14 L 477
\$1.29

14 L 780
FAST-COLOR
Run-Resisting
RAYON JERSEY

Extra-Size NIGHTGOWNS
Choice of TWO styles

\$1.00 EACH

14 L 779
RAYON JERSEY

"Slumber Snuggie" Two-piece Pajamas knit in elastic Swiss rib stitch. Ribbed cuffs with knit-in "Lastex" band at the wrists and ankles. Rayon elastic at waist of trousers. SIZES: 36 to 52 bust.

14 L 254—Of fine medium-weight Combed Cotton. Colors: Tea-rose, flame (new, deep coral) or medium blue. . . . \$1.79

14 L 474—About 12 1/2% Wool; the balance of fine Combed Cotton. Tea-rose only. \$1.98

14 L 264—Of about 25% Australian Wool, 5% Silk; and the balance is of a fine quality Combed Cotton. Colors: Tea-rose only. \$2.98 Our very low price. . .

Postage 10¢ extra on each. . .

NAINSOOK NIGHTGOWN

HAND-MADE LACE MEDALLION

69¢

14 L 271

14 L 780—An extra-size, fast-color Nightgown of printed, Run-resisting Rayon Jersey. Harmonizing color rayon jersey is used to edge the neck and cap sleeves and for the bow and appliqué cording at the front. The narrow belt matches trimming. Colors: Tea-rose or light blue, each with pretty, pastel floral print. Sizes: 36 to 58 bust measure. Price. \$1.00 6¢ ext.

At Left: For Wintry Nights

14 L 477—Formerly \$1.49! Nightgown made of soft quality, pre-shrunk, Combed Cotton Balbriggan. Very warm. Front collar-effect is formed of white self-fabric edged with a double row of lustrous, self-color rayon braid. Neatly bound back of neck.

COLORS: Orchid, tea-rose or light blue, each with white trim; also ALL-White. SIZES: 36 to 58 bust. \$1.29 8¢ ext.

14 L 779—This tailored extra-size Nightgown is of sturdy fast-color Rayon Jersey. Contrasting color rayon jersey is appliquéd at the front in vestee-effect and is used to edge cap sleeves. Has neat lapels; ribbon bow and belt. Colors: Tea-rose with light green; powder blue with tea-rose; orchid with tea-rose. Sizes: 36 to 58 bust. \$1.00 6¢ ext.

At Right: A Noteworthy Value

14 L 271—An unusual value—this long-wearing Nightgown is only 69¢! In roomy extra-sizes of smooth, serviceable Nainsook that washes and irons nicely. Comfortable cap sleeves.

You will adore the dainty hemstitching at front and the medallion of hand-crocheted Lace. Colors: White; pink. Sizes: 36 to 58 bust measure. Price. 69¢ 6¢ ext.

FAST-COLOR
PAISLEY
PRINT

TWO-PIECE
PAJAMAS

\$1.98



14 L 781—Man-tailored 2-piece Pajamas of fast-color Cotton in Paisley print. Notched collar, buttoned front opening, sleeves and patch pocket trimmed with white piping; fringed belt. French band at front of trousers; elastic at back.

COLORS: Navy, maroon or brown, each with multi-color print. SIZES: 36 to 58 bust. Our low price... Postage 10¢ extra. **\$1.98**

WASHABLE
CREPE

\$1.00



14 L 473—Only \$1.00 for this charming and full-cut Nightgown. It's made of that practical fabric, sturdy washable Cotton Crepe, that does not need ironing! Lovely Lace edges the cap sleeves, the neck and forms front trim. V-neck at the front.

COLORS: Tea-rose, pink, light blue or white. SIZES: 36 to 52 bust measure. Our unusually low price... Postage 6¢ extra. **\$1.00**

ALL-RAYON
FLAT
CREPE

\$1.98

Weighted
ALL-SILK
FLAT
CREPE

\$2.98

PURE-DYE
ALL-SILK
SATIN

\$3.98



Here's a truly glamorous Nightgown, lavishly trimmed with fine Imported Lace. In choice of three fabrics... each a fine value at its price. Full-cut to fit all stout women with comfort. Lace is heavily encrusted at front, and edges the back of neck and the cap sleeves. COLORS: Tea-rose; powder blue. SIZES: 36 to 58 bust.

14 L 782—All-Rayon Flat Crepe. Our very low price, **\$1.98** Postage 6¢ ext.

14 L 783—Weighted All-Silk Flat Crepe. Our low price, **\$2.98** Postage 6¢ ext.

14 L 784—Pure-dye All-Silk Satin, superior quality... **\$3.98** Postage 6¢ ext.

Slumber Snuggie

ELASTIC KNIT
COMBED COTTON
NIGHTGOWN

\$1.79



14 L 479—Slumber Snuggie Nightgown made of medium-weight Combed Cotton. Elastic-knit in a Swiss rib stitch that gives you freedom yet fits you nicely. Turn-down collar; ribbed cuffs. Reinforced with "Lastex" at neck and sleeves.

COLORS: Powder blue or tea-rose. SIZES: 36 to 52 bust. Formerly \$1.98, now **\$1.79** Postage 8¢ extra.

CHOICE
OF
LONG or
SHORT
Sleeves



CAMBRIC
\$1.00
EACH

One of our best-sellers! This Nightgown is made of sturdy White Cambric, with front yoke of embroidered insertion and fine tucks. Embroidery edges the neck and sleeves. Double yoke in back for extra wear.

Full-cut, especially in the front. Choice of long or short sleeves; buttons part way down front. SIZES: 36 to 58 bust. Length is about 54 inches. COLOR: White.

14 L 651—With long sleeves... } **\$1.00** Postage 8¢ ext.
14 L 800—With short sleeves... }

Well-Made EXTRA-SIZE Nightgowns

Fast-Color
WARM

FLANNELETTE

Choice of
FIVE Styles

\$1.00



EACH IN
PLAIN or
STRIPED
FLANNELETTE

89¢

14 L 63—Fine value! This extra-size Nightgown of warm, sturdy fast-color Flannelette. The yoke is double at the back for extra wear. Hemstitched at the front. Long, roomy sleeves. Opens part way down the front.

COLORS: All-white; assorted stripes. SIZES: 36 to 58 bust... **\$1.00** Postage 8¢ extra.

14 L 541—This extra-size Nightgown was formerly \$1.00. Of soft, warm, fast-color Flannelette trimmed with dainty hemstitching. Yoke is double at back for extra wear; long sleeves. Opens part way down the front.

COLORS: Assorted stripes; all-white. SIZES: 36 to 58 bust meas. **89¢** Postage 8¢ extra.

\$1.79
WITH
TALON
SLIDE
FASTENER



\$1.98

FLANNELETTE
Superior Quality

14 L 785—Be snug and warm on winter nights! Wear this extra-size Nightgown of superior, fast-color Flannelette. Non-rust Talon slide-fastener at yoke-front; double collar and yoke at back. Long sleeves with knit, ribbed cuffs.

COLORS: Tea-rose, powder blue or white. SIZES: 36 to 58 bust measure. Our very low price... **\$1.79** Postage 8¢ extra.

14 L 230—This becoming Nightgown is of warm, superior quality, fast-color Flannelette, in a lovely floral print. Harmonizing, solid color self-material trim. Opens part way down the front; double yoke at back. Long sleeves.

COLORS: Blue, peach or rose, each with harmonizing color on white ground. SIZES: 36 to 58 bust... **\$1.98** Postage 8¢ extra.

Double Yoke
Front and Back

14 L 228—Here is a fine value that all stout women will appreciate! This soft and serviceable, full-cut Nightgown is fashioned of good quality Flannelette. Fast-color. Very easy to wash and to iron. It comes in your choice of assorted stripes or plain colors.

Will keep you cozy and comfortable on cold winter nights. In extra-sizes with well-fitting roomy cut.

This gown has a double yoke at front and back for warmth and long wear.

Neatly trimmed with a dainty hemstitched design at front. Buttons part way down front. Long sleeves.

COLORS: Assorted stripes; also all-white or all-pink. SIZES: 36 to 58 bust meas. Our low price. Post. 8¢ ext. **\$1.39**

Satisfaction guaranteed or your money refunded.

PLAIN or
STRIPED
FLANNELETTE

\$1.39

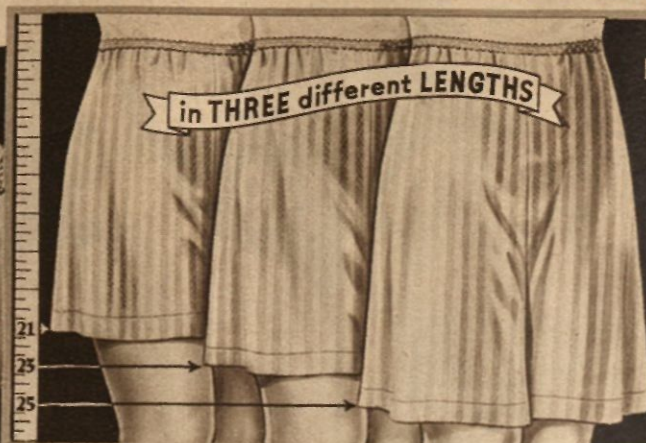


LANE BRYANT PAGE
39th St. at Fifth Ave. 75
NEW YORK, N. Y.

Famous
for Wear

RAYON JERSEY

Easy to
Launder



PANTIES
OF
Superior
Quality
SATIN-
STRIPED
RAYON
JERSEY
\$1.00
EACH

14L775
OPEN
STYLE
14L776
CLOSED
STYLE



Here's welcome news for stout women! These extra-size Panties are offered in a choice of three lengths (21, 23 and 25 inches long) to suit individual tastes and figures! They are of superior quality Rayon Jersey in a wide, lustrous, rayon satin stripe pattern.

Full-cut to give the roominess stout women like. Elastic runs all around waist. The wide legs give comfort and freedom. Firmly reinforced crotch. COLOR: Tea-rose only. 50, 56 and 66-in. hip. See lengths below.

14 L 702—Length about 21 ins.
State hip measurement. Price... **\$1.00**
14 L 703—Length about 23 ins.
State hip measurement. Price...
14 L 704—Length about 25 ins.
State hip measurement. Price... Postage 6¢ ext.

SUPERIOR QUALITY RAYON JERSEY
MATCHING SET
GOWN AND
BOLERO **\$1.98**
JACKET SET

14 L 786—You'll feel luxuriously elegant when you slip into this Nightgown with matching Bolero Jacket! Both are made of superior quality Rayon Jersey.

The hip-length Bolero makes an ideal bed or combing jacket. Note the Imported Lace edging all around and at armholes.

The same Lace outlines V-neck and cap sleeves of the full-cut Nightgown (see small view). Matching ribbon is used for the bow and sash of the Nightgown.

COLORS: Tea-rose; orchid; powder blue. SIZES: 36 to 58 bust measure. Price for Matching Gown and Bolero. Postage 10¢ extra. **\$1.98**



SUPERIOR QUALITY
RAYON JERSEY
UNION SUIT
\$1.59
EACH

*Run-
Resisting*
**RAYON
JERSEY**
**UNION
SUIT**

Union Suit Pictured Above

This well-fitting Union Suit of dull-finished, superior Rayon Jersey comes in a choice of open or closed styles. It washes well and needs no ironing. Fits smoothly but roomily.

Built-up top has a drawstring. Well-reinforced under arms and at the crotch. COLOR: Tea-rose only. SIZES: 36 to 58 bust measure.

14 L 775—In open style, with wide-lapped seat... **\$1.59**
14 L 776—Closed style; wide, convenient legs... Postage 6¢ ext.

At Left: Bargain at \$1.00

This skilfully cut Union Suit of sturdy Run-Resisting Rayon Jersey washes well and needs no ironing. In open or closed style. There's double thickness under the arms and inside of legs. Drawstring neck. COLOR: Tea-rose. SIZES: 36 to 58 bust.

14 L 537—Open style... **\$1.00**
14 L 538—Closed style; wide convenient legs... Postage 6¢ ext.

WARMTH without WEIGHT... EXTRA-Elastic KNIT

HERE'S a smart way to have Winter warmth: Light-weight and very smooth-fitting Vests, Drawers and Panties. Knit in Swiss Rib Stitch for extra elasticity. Full-cut for comfort.

Matching Vests and Drawers, each in two very elastic-knit qualities. They give warmth without weight.

Vests: Band-finished neck, with drawstring; short sleeves. COLOR: Tea-rose. SIZES: 36 to 54 bust.

Drawers: 3/4-length. Waistband of "Lastex." Band of "Lastex" is knit in at bottom of leg. COLOR: Tea-rose. SIZES: 48 to 64-in. hip.

About 10% Wool; 2% Silk; the balance of Combed Cotton.

11 L 257—Vest. Price... **79¢**
11 L 271—Drawers. Price... Postage 3¢ extra. each.

Choice ANY... **2 for \$1.50** Post. 5¢ ext.

About 30% Wool; 7% Silk; the balance of Combed Cotton.

11 L 259—Vest... **\$1.10**
11 L 272—Drawers... Postage 3¢ extra. each.

Choice ANY... **2 for \$2.00** Post. 5¢ ext.

Don't miss these values at their low reduced prices! Matching Vests and Panties, each in your choice of four qualities. All fit very smoothly and comfortably because they're very elastic-knit.

Vests: V-neck at back; band-finished neck and armholes. Color: Tea-rose. Sizes: 36 to 54 bust.

Panties: With the waistband and the band at the bottom of the legs made of "Lastex." COLOR: Tea-rose. SIZES: 48 to 64 inches hip measure.

Fine, medium-weight Combed Cotton.

11 L 261—Vest. Fine value. Each... **39¢** Postage 3¢ ext.
11 L 262—Panties. Fine value. Each... **49¢** Postage 3¢ ext.

About 10% Wool; 2% Silk; the balance of Combed Cotton.

11 L 263—Vest. Fine value. Each... **49¢** Postage 3¢ ext.
11 L 264—Panties. Fine value. Each... **79¢** Postage 3¢ ext.

About 40% Wool; 10% Silk; the balance of Combed Cotton.

11 L 265—Vest. Fine value. Each... **79¢** Postage 3¢ ext.
11 L 266—Panties. Fine value. Each... **\$1.29** Postage 4¢ ext.

About 80% Wool; balance Silk; our finest and warmest quality.

11 L 267—Vest. Fine value... **\$1.29** Postage 4¢ ext.
11 L 268—Panties. Fine value... **\$1.29** Postage 4¢ ext.

VEST or DRAWERS

12% SILK-AND-WOOL 37% SILK-AND-WOOL
79¢ **OR ANY TWO \$1.50** **\$1.10** **OR ANY TWO \$2.00**
EACH FOR EACH FOR

VEST or PANTIES

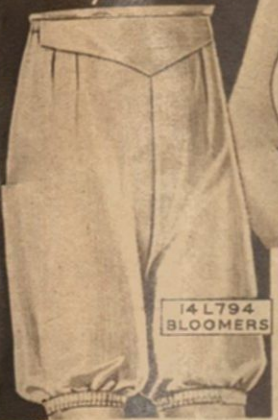
COMBED COTTON 12% SILK-AND-WOOL 50% SILK-AND-WOOL SILK-AND-WOOL
39¢ **49¢** **79¢** **\$1.29**
EACH EACH EACH EACH

MATCHING SET

Superior Quality
RAYON JERSEY
VEST • BLOOMERS
PANTIES • STEP-INS

79¢ EACH

OR Any 2 FOR \$1.50



14 L 787
VEST



14 L 788
PANTIES



14 L 791
STEP-INS

This Matching Set consists of Vest, Bloomers, Panties and Step-ins made of superior Rayon Jersey—silky-smooth and very strong. Full-cut, yet not bulky. Easy to wash. Color: Tea-rose.

14 L 787—VEST: Drawstring top is built-up; reinforced under arms. Neatly tailored armholes. Matches bloomers, panties and step-ins described just below. SIZES: 36 to 58 bust... **79¢**
Postage 3¢ extra.

BLOOMERS: Side pleats allow you freedom. Reinforced crotch. Elastic at the knees and back of waist. French band top. Match the vest described above and the panties and step-ins below.

14 L 794—50-inch hip; 25 inches long... **79¢**
14 L 795—56-inch hip; 26 inches long...
14 L 796—66-inch hip; 27 inches long...
Postage 3¢ ext.

PANTIES: Match the vest and bloomers described above and the step-ins below. French band top at front; elastic in back. Roomy; flat, side pleats for freedom. Wide legs; reinforced crotch.

14 L 788—50-inch hip; 21 inches long... **79¢**
14 L 789—56-inch hip; 22 inches long...
14 L 790—66-inch hip; 24 inches long...
Postage 3¢ ext.

STEP-INS: Match the vest and bloomers and panties described above. Lace trimming at legs. French band at the front-waist; elastic at the back. Flat, roomy side folds. Reinforced crotch.

14 L 791—50-inch hip; 21 inches long... **79¢**
14 L 792—56-inch hip; 22 inches long...
14 L 793—66-inch hip; 24 inches long...
Postage 3¢ ext.

SPECIAL OFFER: ANY TWO of the four styles (two alike or two different) for... **\$1.50**
Postage 5¢ extra.

14 L 787
VEST



ALL-RAYON SATIN PANTIES \$1.00

You'll simply adore these very luxurious Panties made of gleaming, All-Rayon Satin. They're full-cut, yet will fit you smoothly.

The wide legs are trimmed with dainty ecru lace. Waistband of rayonelastic. COLOR: Tea-rose only.

14 L 797—50-inch hip... **\$1.00**
Length about 20 ins...
14 L 798—56-inch hip...
Length about 21 ins...
Postage 3¢ ext.



Run-Resisting RAYON JERSEY BRIEFS
54¢ EACH OR 2 FOR \$1.00

These Briefs are of Run-resisting Rayon Jersey; cut full. Match vest, bloomers and panties at upper right. Reinforced crotch; elastic at waist. COLORS: Tea-rose or Nile green.

14 L 714—50-inch hip... **54¢**
14 L 715—56-inch hip...
14 L 716—66-inch hip...
Po. 3¢

SPECIAL OFFER: 2 for \$1.00 Post. 5¢



14 L 104
PANTIES

Run-Resisting RAYON JERSEY DOUBLE PANEL in the SEAT and in the CROTCH



14 L 101
BLOOMERS

79¢ EACH
OR Any 2 FOR \$1.50

Stout women, active or not, put extra strain on underclothes. These Bloomers and Panties of serviceable, Run-Resisting Rayon Jersey give double wear, due to the double self-fabric panel in the back. Full-cut; smooth-fitting, flat-lock seams. COLORS: Pink, tea-rose or light blue.

Elastic at the waist and at the knees. Double self-material panel in back.

14 L 101—50-in. hip; 27 inches long. Our price... **79¢**
14 L 102—56-in. hip; 28 inches long. Our price...
14 L 103—66-in. hip; 30 inches long. Our price...
Postage 3¢ extra.

SPECIAL OFFER: 2 (one of each style or two of either style) for only **\$1.50**
Postage 5¢ ext.

MATCHING SET

Run-Resisting
RAYON JERSEY
VEST • BLOOMERS • PANTIES

54¢ EACH

OR Any 2 FOR \$1.00

14 L 429
VEST



14 L 112
BLOOMERS



14 L 54
PANTIES

Matching Vest, Bloomers or Panties made of Run-Resisting Rayon Jersey. In extra-sizes; roomy, yet not bulky. COLORS: Tea-rose or Nile green.

14 L 429—VEST: Comfortably long. Built-up drawstring top; reinforced under arms. SIZES: 36 to 58 bust. Price... **54¢**
Postage 3¢ extra.

BLOOMERS: Elastic at waist and knees. Reinforced crotch.

14 L 112—50-inch hip; 25 inches long... **54¢**
14 L 113—56-inch hip; 26 inches long...
14 L 114—66-inch hip; 27 inches long...
Postage 3¢ ext.

PANTIES: There is elastic at the waist. Reinforced crotch.

14 L 54—50-inch hip; 21 inches long... **54¢**
14 L 55—56-inch hip; 22 inches long...
14 L 56—66-inch hip; 24 inches long...
Postage 3¢ ext.

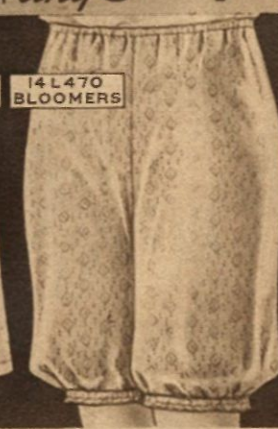
SPECIAL OFFER: ANY TWO of the three styles (two alike or two different)... **\$1.00**
Postage 5¢ extra.

RAYON JERSEY PANTIES or BLOOMERS

37¢ EACH OR Any 3 FOR \$1.00



14 L 467
PANTIES



14 L 470
BLOOMERS

Smooth-fitting Panties or Bloomers of lovely Rayon Jersey, figured in self-color. Full-cut; reinforced at the crotch. Elastic around waist. COLOR: Tea-rose. Now offered at new low prices.

PANTIES: They are full-cut for comfort. Wide legs.

14 L 467—48-inch hip; 20 inches long... **37¢**
14 L 468—54-inch hip; 21 inches long...
14 L 469—60-inch hip; 23 inches long...
Postage 3¢ ext.

BLOOMERS: Have elastic at the waist and at the knees.

14 L 470—48-inch hip; 23 inches long... **37¢**
14 L 471—54-inch hip; 24 inches long...
14 L 472—60-inch hip; 25 inches long...
Postage 3¢ ext.

SPECIAL OFFER: Any 3 of above styles (3 of one or any combination of 3) for **\$1.00**
Postage 7¢ ext.

SANITARY BELT • TWO QUALITIES



52 L 49

39¢

52 L 64

59¢

Sanitary Belt in two qualities. Snaps at side. Will not bind; can't slip. Safety pins included. Colors: Pink. Sizes: 26 to 50 waist.

52 L 49—Of good quality Broché and cotton elastic. **39¢**
52 L 64—Superior quality Broché and rayon elastic. **59¢**
Postage 2¢ extra each.

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y. 77

Choice of Four Styles

LIGHT-WEIGHT COTTON

ANY 2 for \$1.00

Extra-Size UNION SUITS

SIZES:
36 to 58 BUST

11 L 73
CLOSED
STYLE

11 L 69
OPEN
STYLE

11 L 72
OPEN
STYLE

11 L 144
CLOSED
STYLE

THESE popular, extra-size Union Suits are a real find at their very low price, ANY TWO for \$1.00! Made of light-weight elastic-knit White Cotton that never looks bulky; yet we've cut them extra-full at all the necessary places. Comfortably sleeveless, with tailored, built-up tops adjustable by a drawstring so they won't slip off at your shoulders.

At Upper Left

11 L 73—Union Suit; closed style with wide, shell-stitched umbrella knee for convenience. Sizes: 36 to 58 bust meas. 2 for \$1.00 Post. 6¢ ext.

At Lower Left

11 L 72—Union Suit; in open style with wide-lapped seat. Wide knee is shell-stitched. A comfortable, extra-long crotch. Sizes: 36 to 58 bust measure. 2 for \$1.00 Post. 6¢ ext.

CHOICE (two of one style or one of any two styles) \$1.00 Postage 6¢ ext.

Close-Fitting

11 L 69—Union Suit; knee length (close-fitting knee). Open style with wide-lapped seat. Extra-long reinforced crotch. Sizes: 36 to 58 bust measure. 2 for \$1.00 Post. 6¢ ext.

Bloomer Style

11 L 144—Bloomer Combination. Convenient side opening buttons at knee. Closed style. Sizes: 36 to 58 bust. 2 for \$1.00 Post. 6¢ ext.

Choice of Three Styles

MEDIUM-WEIGHT COTTON

79¢ EACH OR ANY 2 for \$1.50

11 L 55

11 L 27

11 L 25

Values in extra-size Union Suits of medium winter-weight White Cotton—at NEW LOW prices. They are cut extra-full and roomy—never bulky. Reinforced crotch. Open style with wide-lapped seat. Drawstring top.

At the Left

11 L 55—Union Suit in ankle-length with band-trimmed front and neck, finished with rayon stitching. Elbow sleeves. Front buttoning. It washes well and keeps shape.

SIZES: 36 to 58 bust meas. Post. 4¢ ex. 79¢

Above Style

11 L 27—Knee-length Union Suit. Front and neck have band-trim, finished with rayon stitching. Buttons down front. Elbow sleeves. Very easy to launder; keeps shape.

SIZES: 36 to 58 bust meas. Post. 4¢ ex. 79¢

Long Sleeves

11 L 25—Union Suit with long sleeves. Drawstring at high neck; buttons at front; ankle-length legs. Neck finished with rayon stitched band trimming.

SIZES: 36 to 58 bust meas. Post. 4¢ ex. 79¢

OUR SPECIAL OFFER: ANY 2 of the above styles (two alike or two different) \$1.50 Post. 6¢ ex.

MEDIUM WEIGHT COTTON with Rayon Stripes

59¢

At Right: Union Suit with Dainty Shell-Stitching

11 L 42—This Union Suit is a bargain that you ought not to miss at our low reduced price of only 59¢! Knitted of medium winter-weight Cotton, with a lustrous Rayon stripe. It is extra-size and full-cut, yet it will not look bulky or add to the outline of your figure.

Comes in knee-length with a close-fitting knee. Made in open style, with a comfortably wide-lapped seat. Sturdily reinforced under the arms and at the crotch. There is rayon shell-stitched trimming at the band-finished top; the drawstring at the neck controls the shoulders, preventing them from slipping.

COLOR: Cream-white only. SIZES: 36 to 58 bust measure. Our very low price. Postage 4¢ extra. 59¢

For long wear, smooth fit and economy's sake too, choose LANE BRYANT'S extra-size Knit Underwear!

Comfortably roomy to give you the freedom you like, and well-reinforced to withstand the additional strain that a stout woman places on her underwear.

You will note in a great many cases that prices are definitely LOWER—thus affording you a marvelous opportunity to save on this season's underwear needs.

11 L 42
OPEN STYLE

FOUR STYLES • *Each in Three Qualities*

25% WOOL WITH RAYON STRIPES \$1.98 EACH

33% AUSTRALIAN WOOL WITH RAYON STRIPES \$2.89 EACH

50% AUSTRALIAN WOOL WITH SILK STRIPES

\$3.79 EACH



THESE four extra-size Union Suits come in choice of three fine qualities, each delightfully warm for Winter wear. They are cut full and roomy, yet never look bulky. Wide-lapped seat. Open style. Reinforced crotch to insure long wear. Flatlock seams. You will find these Union Suits are very exceptional values. COLOR: Cream-white only. SIZES: 38 to 56 bust.

25% Wool With Rayon Stripes

Of about 25% Wool; balance medium, winter-weight Combed Cotton; Rayon-striped. Very low-priced.

- 11 L 121—Style A; ankle length; long sleeves.....
- 11 L 122—Style B; knee length; elbow sleeves.....
- 11 L 123—Style C; ankle length; elbow sleeves.....
- 11 L 145—Style D; ¾-length; short sleeves.....

\$1.98

33% Wool With Rayon Stripes

Of about 33½% Australian Wool; and the balance medium winter-weight Combed Cotton; Rayon-striped.

- 11 L 125—Style A; ankle length; long sleeves.....
- 11 L 126—Style B; knee length; elbow sleeves.....
- 11 L 127—Style C; ankle length; elbow sleeves.....
- 11 L 146—Style D; ¾-length; short sleeves.....

\$2.89

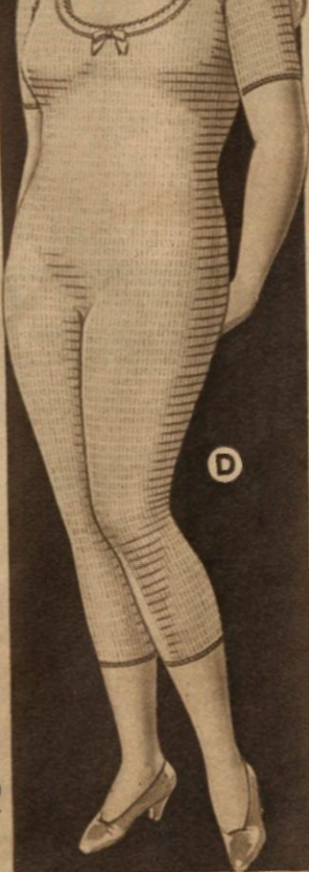
50% Wool With Silk Stripes

Of about 50% Australian Wool; balance extra-fine, medium, winter-weight Combed Cotton; silk stripes. Superior garments, both in quality and in warmth.

- 11 L 129—Style A; ankle length; long sleeves.....
- 11 L 130—Style B; knee length; elbow sleeves.....
- 11 L 131—Style C; ankle length; elbow sleeves.....
- 11 L 147—Style D; ¾-length; short sleeves.....

\$3.79

Postage 8¢ extra on each of the above garments.



12½% WOOL WITH RAYON STRIPES

\$1.00 EACH



These warm Union Suits are Special Values at our unusually low price of \$1.00 each. Made of about 12½% Wool, with the balance of medium-weight, Rayon-striped Cotton. In extra-sizes that are roomy, yet smooth-fitting.

Short Sleeves

11 L 43—An ankle length, elbow sleeve Union Suit with a Dutch neck. In open style with wide-lapped seat. COLOR: Cream-white only. SIZES: 36 to 58 bust measure. Our low price. \$1.00

Postage 6¢ extra.

Sleeveless

11 L 45—Here's a knee length Union Suit. Sleeveless. In open style with a wide-lapped seat. Close-fitting knee. Low neck, with drawstring. Reinforced under the arms for long wear. COLOR: Cream-white only. SIZES: 36 to 58 bust measure. Our low price. \$1.00

Postage 6¢ extra.

Sleeveless

11 L 44—Ankle length Union Suit with no sleeves; low neck. Reinforced under the arm. Open style with wide-lapped seat; drawstring at the neck. COLOR: Cream-white only. SIZES: 36 to 58 bust measure. Our low price. \$1.00

Postage 6¢ extra.

Short Sleeves

11 L 46—A knee length, elbow sleeve Union Suit that buttons part way down front. Drawstring at Dutch neck. Open style with wide-lapped seat. COLOR: Cream-white only. SIZES: 36 to 58 bust measure. Our low price. \$1.00

Postage 6¢ extra.

Lane Bryant Underwear is made in roomy extra-sizes that give comfort to stout women, and longer wear.

LANE BRYANT
39th St. at Fifth Ave.
NEW YORK, N. Y.

PAGE
79

11 L 183
VEST

Matching VEST • DRAWERS • BLOOMERS

25% WOOL
WITH
RAYON
STRIPES

89¢
EACH

11 L 159
BLOOMERS

Matching Vest, Drawers and Bloomers—formerly \$1.00, now only 89¢! Of about 25% Wool, balance medium winter-weight Cotton with a rayon stripe. COLOR: Cream-white only.

11 L 183—Vest: Elbow sleeves. Band-finished neck; drawstring. SIZES: 38 to 58 bust. **89¢**
Postage 4¢ extra.

11 L 187—Drawers: Open style; wide-lapped seat. Ankle length; elastic waistband. SIZES: 32 to 54 waist. Our price... **89¢**
Postage 4¢ extra.

Bloomers: Have double-crotch; elastic at the waist and knees.

11 L 159—50 inch hip. 26 ins. long. Price... **89¢**

11 L 160—56 inch hip. 28 ins. long. Price... **89¢**

11 L 161—66 inch hip. 30 ins. long. Price... **89¢**
Postage 4¢ extra.

11 L 187
DRAWERS

MERCERIZED LISLE

54¢ EACH OR **2 for \$1.00**

11 L 49—A Best Seller, and it's easy to see why: this extra-size, extra-long Vest is fashioned of fine, soft Mercerized Lisle in a stretchy knit that will "give."

Built-up band-finished top is trimmed with rayon shell-stitching and won't slip off the shoulders. Reinforced under the arms.

COLORS: White; pink. SIZES: 36 to 58 bust measure. **54¢**

Postage 3¢ extra. Special Offer: **2 vests for \$1.00** Post. 5¢ ex.

COMBED COTTON
JERSEY **69¢**

Reduced price! These Bloomers will give the stout woman long wear and grand comfort. They are of combed Cotton Jersey, with a firmly reinforced crotch. COLORS: White, pink or tan.

11 L 87—50-in. hip. 27 inches long... **69¢**
11 L 88—56-in. hip. 28 inches long... **69¢**
11 L 89—66-in. hip. 30 inches long... **69¢**
Postage 3¢ extra.

Rayon-Striped
COMBED
COTTON

54¢ EACH OR **2 for \$1.00**

Extra-long Bloomers made of light-in-weight Rayon-striped Combed Cotton. There's elastic at the waist and at the knees. COLOR: Pink only.

11 L 10—50-inch hip. 27 inches long... **54¢**

11 L 11—56-inch hip. 28 inches long... **54¢**

11 L 12—66-inch hip. 30 inches long... **54¢**
Po. 3¢

OUR SPECIAL OFFER: ANY **2 for \$1.00** Postage 5¢ ext.

COMBED COTTON BRIEFS **37¢** EACH OR **3 for \$1.00**

Reduced in price! Briefs knitted of Combed Cotton in very smooth-fitting but elastic stitch. Reinforced at the crotch and down center-front; rayon elastic waistband. White or tea-rose.

11 L 50—48-in. hip. Our price... **37¢**

Post. 3¢. 11 L 51—54-in. hip. Our price... **37¢**

Post. 3¢. 11 L 52—62-in. hip. Our price... **37¢**

Post. 3¢. Special Offer: **3 for \$1.00**

Post. 7¢ ext.

11 L 76
VEST

COMBED COTTON ANY 2 FOR 89¢

11 L 289
VEST

11 L 279
VEST

11 L 280
TIGHT KNEE
DRAWERS

Matching Vests and Drawers

These Extra-Size Vests (your choice of two styles) and Matching Drawers combine freedom and glove-like fit. Made of fine quality elastic-knit, light-in-weight White Combed Cotton. ANY TWO (two of one style or one each of two styles) at our reduced price, only 89¢!

11 L 289—Vest: Band-finished, Dutch neck; rayon shell-stitching at neck and button front. Elbow sleeves. SIZES: 36 to 58 bust. **89¢**

OUR REDUCED PRICE: ANY **2** (two of one style or one each of any two styles) **89¢** Postage 5¢ extra.

COTTON
VESTS

32¢ EACH
OR **3 for 89¢**

Matching
VESTS, DRAWERS
and BLOOMERS

Choice **59¢**
EACH

Rayon-Striped
MEDIUM WEIGHT
COMBED COTTON

11 L 47
VEST

11 L 48
DRAWERS

11 L 139
BLOOMERS

11 L 34
VEST

REDUCED from 69¢ to 59¢ each! These Matching Vests, Drawers and Bloomers are made of very serviceable quality, medium-weight Combed Cotton with a lustrous Rayon stripe running through. Fit smoothly. COLOR: Cream-white only.

Drawstring at Neck

11 L 47—Vest: Built-up style with drawstring. Rayon shell-stitching trims band-finished top. In roomy extra-sizes. Firmly reinforced under arms. SIZES: 36 to 58 bust. **59¢**
Postage 3¢ extra.

Knee-Length Style

11 L 48—Drawers: Knee length; knee is close-fitting. In open style with a wide-lapped seat. Waistband of cambric. Full-cut; roomy. SIZES: 32 to 54 waist measure. Our price... **59¢**
Postage 3¢ extra.

With Reinforced Crotch

Bloomers: Elastic at waist, knees. 11 L 139—50-inch hip. 26 inches long. Our price... **59¢**
11 L 140—56-inch hip. 28 inches long. Our price... **59¢**
11 L 141—66-inch hip. 30 inches long. Our price... **59¢**
Postage 3¢ ext.

With Long Sleeves

11 L 34—Vest: A band-finished Dutch neck; long sleeves. Rayon shell-stitching trim around the neck and at the button-front. Roomy, yet very smooth-fitting. SIZES: 36 to 58 bust... **59¢**
Postage 3¢ extra.

Page We GUARANTEE to please YOU—or we'll send your money back
80

**Please: This Order Blank is for
Budget Payment Orders ONLY**

Orders under \$15.00 are not accepted under our Budget Payment Plan.
Orders over \$15.00 but under \$50.00: pay \$5.00 down, \$5.00 per month.
Orders over \$50.00: one-tenth down, one-tenth each month until paid.
References are required . . . Do not buy unless you are sure you can pay.

BUDGET PAYMENT ORDER BLANK

IMPORTANT — Please answer ALL of the following questions if you wish to benefit by our

BUDGET PAYMENT PLAN

As stated on the reverse side of this order blank, this order is subject to our acceptance and you are asked to answer the following questions as a statement of facts to induce us to extend credit to you. Please write (or print) your answers very clearly.

FRIEND'S RECOMMENDATION

Dear Lane Bryant: I am well acquainted with the person whose name is signed to this order. I know her to be honest, and I have every reason to believe she CAN and WILL make her payments regularly and promptly. I am glad to recommend her as a patron of your Budget Payment Plan.

Signed.....

My Account Number is.....

- 1 How long have you lived at your present address?..... 2 If less than two years state former address.....
- 3 What is your age?..... 4 Are you married, single, or a widow?..... 5 Do you own your home?.....
- 6 Are YOU now employed?..... 7 How long in your present position?..... 8 What kind of work?..... 9 What average weekly pay?.....
- 10 *Name of your employer?..... At what address?.....
- 11 Is your husband now employed?..... 12 How long in his present position?..... 13 What kind of work?..... 14 What average weekly pay?.....
- 15 *Name of husband's employer?..... At what address?.....
- 16 If you or your husband own your own business, what kind of business (or profession)?..... 17 Average monthly income after paying business expenses?.....
- 18 What further income have you, if any, other than is stated above? State kind of income and amount of same
- 19 If you have a bank account, what is the name of bank?..... At what address?.....
- NOTE: If you or your husband are employed but not working Full Time—please write a letter of explanation.

NOTE: If you or your husband are employed but not working Full Time—please write a letter of explanation.

If you have a friend who is a patron of our Budget Payment Service, ask her to sign the Friend's Recommendation printed above. Or if you have, or have had, one or more installment accounts with other firms, please send us your account books; we will return them to you promptly. In any event state here the names of two references; persons or firms we may write to. **Business houses with whom you've had credit dealings are preferred.**

- | | | | |
|----|---------------|----------|-------|
| 20 | Name | Business | |
| | Local Address | City | State |
| 21 | Name | Business | |
| | Local Address | City | State |

Please sign your name again here as your assurance that the above statements are true and that you can and will make all payments regularly and promptly.

*NOTE—We do not usually write to employers, but we require employer's name and address to complete our records.

*** DO NOT TRY to take the measurements yourself. Have some friend take them for you. Please follow all of these instructions very carefully and be sure that you USE AN ACCURATE TAPE MEASURE.**

B-BUST Measure—Take measurement over your dress (with your corset on). Pass tape measure around the body over the fullest part of the bust. B, well up under the arms. Do not allow tape to slip down in back; do not take measurement too tightly; make no allowances.

W-WAIST Measure—Take this measurement rather tightly around smallest part of waist (at natural waist-line, W) while wearing any well-fitting corset.

H-HIP Measure—Take this measurement around largest part of hips. Not too tight. Make no allowances.

A-AROUND ARM—(around fleshiest part)

E to S-SLEEVE Measure—Under side of sleeve, from armpit to length of sleeve desired, arm hanging loosely at front, F, to natural waist-line, W.

F to W-FRONT WAIST-LENGTH—From base of neck to bottom of hem at center back, L, to natural waist-line, W.

K to W-BACK WAIST-LENGTH—From base of neck at back, K, to natural waist-line, W.

K to L-FULL LENGTH BACK—Required for coats, dresses and slips. Entire length from base of neck, K, to bottom of hem at center back, L.

	Fe.	In.	
Your Height.....			
Your Weight.....			

INCHES

in order to give you a well-fitting garment, it is of the utmost importance that you fill in all of the measurements requested below. In ordering Coats, Dresses and Corsets please do NOT specify STOCK SIZES of some former garments you have purchased elsewhere. Lane Bryant sizes are scientifically designed and they are exclusive with Lane Bryant

How To Take Your Measurements

PLEASE CUT ALONG THIS LINE AND MAIL TO OUR NEW YORK ADDRESS—DO NOT SEND IT TO ONE OF OUR BRANCH STORES

Lane Bryant 39th St. at 5th Ave.
New York, N. Y.

Be Sure to Include Necessary Postage

AMOUNT ENCLOSED

It is not safe to send CASH; but if you cannot remit in any other way, enclose the money with your order in a strong envelope, seal it very securely—and be sure to have it registered.

Do not send postage stamps.

Date

Last Name

Town.....State.....
(Write the name of your post office very plainly.) (Write name of State in full.)

If you have changed your address since your last order, please write here your former address, including local:

DO NOT WRITE IN THIS SPACE

Amount for Goods	
Amount for Postage	
Total Amount	

S_L

Will You Do Us a Kindness?

—LANE BRYANT, 39th Street at Fifth Avenue, NEW YORK, N. Y.—

A FREE Style Book for the Expectant Mother. Brim full of all that is new and charming in the world of Fashion today.

Dresses, Suits and Underwear, all skilfully designed to meet the needs of her changing figure, yet made to look like the pretty styles other women are wearing.

Also, the famous Lane Bryant Maternity Corsets, Supporters and Brassieres, recommended by physicians and nurses everywhere. And everything for the Baby, too. All priced very low.

Write to us today, addressing Dept. 201; ask for Style Book "M." It will be sent to you absolutely FREE.

The pictures and measurement blank below are printed upside down for our convenience in filling your order.



Give actual measurements; make NO allowances

INCHES

When Ordering Lane Bryant Garments
In order to give you a well-fitting garment, it is of utmost importance that you fill in all of the measurements required below. In ordering Coats, Dresses and Corsets do NOT specify STOCK SIZES of some former garments purchased elsewhere. Lane Bryant sizes are scientifically designed and are exclusive with Lane Bryant. DO NOT TRY to take the measurements YOURSELF. Have some friend take them for you. Follow these instructions carefully and be sure to USE AN ACCURATE TAPE MEASURE.

How to Take Your Measurements

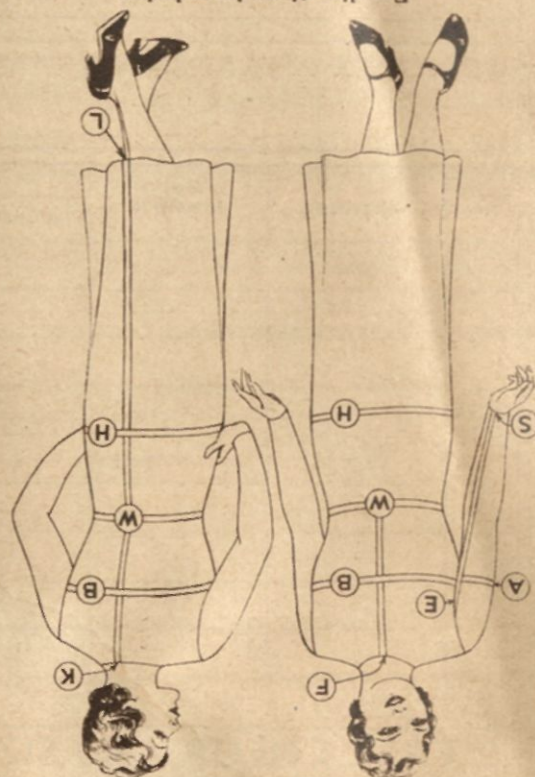
Be sure you have given correct sizes and colors—with all actual measurements as requested on this order blank. Be sure you have written your name and address very plainly—on order blank and also on mailing envelope. Be sure to send remittance with order—a Post-office money order, a bank draft or your own personal check. And be sure to include all necessary Postage, as is stated under the price in each garment description.

Before Mailing Your Order:-

For directions in ordering

SHOESsee page 52
HATSsee page 25
CORSETSsee page 67

For directions in ordering



BUST Measure—Take measurement over your dress (with your corset on). Pass tape measure around the body over the fullest part of the bust. B, well up under the arms. Do not allow tape to slip down in back; do not take this measurement too tightly, and do not make any allowances.

W—WAIST Measure—Take this measurement rather tightly around the smallest part of waist (at the natural waist-line, W) while wearing any well-fitting corset.

H—HIP Measure—Take this measurement around the largest part of the hips. Not too tight. Make no allowances.

A—AROUND ARM—(around fleshiest part)

E to S—SLEEVE Measure—Under side of sleeve from arm pit to length of sleeve desired, with arm hanging loosely.

F to W—FRONT WAIST-LENGTH—From base of neck at front, F, to natural waist-line, W.

K to W—BACK WAIST-LENGTH—From base of neck at back, K, to natural waist-line, W.

K to L—FULL LENGTH BACK—Required for coats, dresses and slips. Entire length from base of neck, K, to bottom of hem at center back, L.

Be Sure to mention

Your Height

Your Weight

Give actual measurements; make NO allowances.

Give actual measurements; make NO allowances.

PLEASE CUT ALONG THIS LINE AND MAIL TO OUR NEW YORK ADDRESS—DO NOT SEND IT TO ONE OF OUR BRANCH STORES

Lane Bryant

I send you this order with the understanding that if the goods sent me are not entirely satisfactory, I may return them and you will exchange them for other merchandise, or you will refund my money, whichever I prefer.

Make sure amount of your Check or Money Order includes all postage charges as is clearly stated in each description. If you send more money for postage than we actually use, we will refund the difference. On C.O.D. orders we require a deposit of at least one-fourth. Shipment of C.O.D.'s will be made by Parcel Post or Express, charges collect, including charges for returning money to us. **This order MUST be accompanied by a remittance, as explained at the right.**

Remit either by Post Office or Express Money Order, Bank Draft or Check. Be sure that your Money Order or Check includes all postage charges.

It is not safe to send CASH; but if you cannot remit in any other way, enclose the money with your order in a strong envelope, seal it very securely—and be sure to have it registered.

Do not send postage stamps.

Write name and address very plainly.

Date.....

Mr., Mrs. or
Miss

First Name

Middle Initial

Last Name

(Married women will please use husband's complete name).

House
NumbStreet or
Avenue.

R. F. D. No.

Box No.

Town.

State. . .

(Write the name of your post office very plainly.)

(Write name of State in full.)

Is this your first
order from us?

If you have changed your address since your last order, please write here your former address, including local:

DO NOT WRITE IN THIS SPACE

[illegible]

S_L

Will You Do Us a Kindness?

Will you please fill in here the names of four women who may be interested to receive our Style Book for Stout Women and Misses? We will appreciate your courtesy, and will not mention your name.

Name.....

Name.....

Address.....

Address.....

Town.....State.....

Town.....State.....

Name _____

Name.....

Address.....

Address.....

Town State.....

Town _____ State _____

-LANE BRYANT, 39th Street at Fifth Avenue, NEW YORK, N. Y.



The pictures and measurement blank below are printed upside down for our convenience in filling your order.

Write to us today, addressing Dept. 201; ask for Style Book "M." It will be sent to you absolutely FREE.

INCHES

How to Take Your Measurements

Before Mailing Your Order:-

(A)
COTTON-
AND-WOOL
KNITTED
"SHARKSKIN"

\$2⁹⁸

More **STYLE... More VALUE**
For Your Money

(E)
RAYON-
AND-
COTTON
CHALLIS

\$1⁹⁸



(B)
MERCERIZED
POPLIN

\$1⁷⁹

(C)
MERCERIZED
POPLIN

\$1⁹⁸

REMOVABLE STUDS

(D)
RAYON-AND-
COTTON
ROUGH
CREPE

\$1⁹⁸

HEMSTITCHED EFFECT

(F)
COTTON-
AND-
WOOL
CASHMERE
BLOUSE

\$1⁰⁰

MEN'S WEAR
CORDUROY
SLACKS

\$2⁹⁸

(A) 5 L 886—Only \$2.98 for this Dress! Of Cotton-and-Wool Sharkskin (about 14% is wool) knit in warm, tweed-like silvery mixture. Contrasting, non-rust slide fastener at the front. Shirring below shoulder yoke. Inverted pleat at center-front of skirt. In sizes for average, short or tall stout women.

COLORS: Oxford gray (shown), light navy or wine, each with silvery mixture. SIZES: 38 to 52 bust, including HALF-sizes. Lengths: 49 to 52 inches; 2-inch hem. Our price... **\$2.98**
Postage 10¢ extra.

(B) 5 L 273—Well-fitting Dress made of superior, fast-color Printed Mercerized Poplin in a neat and slenderizing pattern. Made in shirtwaist style with contrasting shirring below the shoulder-yoke. Button-trimmed front. Lace-edged, white piqué collar; box-pleated front-skirt.

COLORS: Navy with red-and-white print (pictured) or Copen blue with navy-and-white print. SIZES: 37 to 59 bust. Length is about 51 inches; a 2-inch hem. Our low price... **\$1.79**
Postage 8¢ extra.

(C) 5 L 275—Floral stripes are new, studs are new, and the low price of this Dress spells good news for you! We've made it of superior quality, fast-color, Printed Mercerized Poplin. The smart front-opening, which has removable "jeweled" studs, and the neat collar are trimmed with white piqué. Tailored shoulder-yoke. Box-pleat at front of skirt.

COLORS: Navy with print shown, or wine with Copen blue-rose-and-white print. SIZES: 37 to 59 bust. About 51 inches long; 2-inch hem. Our very low price... **\$1.98**
Postage 8¢ extra.

(D) 5 L 276—A Dress of this same material sold for \$2.98 a year ago! Fast-color Rayon-and-Cotton Rough Crepe woven in a dainty, stunning, hemstitched effect.

Scalloped collar; a self-vestee. Buttons and belt-buckle are in a harmonizing color. Neatly shirred below each shoulder yoke. Pockets have rounded flaps. There is a kick-pleat at the front of skirt. COLORS: Deep purple (shown), navy blue or wine. SIZES: 37 to 59 bust. Length about 51 inches. 2-inch hem. Price... **\$1.98**
Postage 8¢ extra.

(E) 5 L 277—The pattern of this Dress is very flattering. Of Fast-color, Printed Spun Rayon-and-Cotton Challis. An outstanding bargain at \$1.98! White all-rayon piping around V-neck; dainty white pin and belt buckle. Smart sleeves have adjustment ties. The tucks and shirring lend softness at front. Sectional, front-flared skirt.

COLOR: Navy with print shown. SIZES: 37 to 59 bust. About 51 inches long. Price... **\$1.98**
Postage 8¢ extra.

(F) This becoming Outfit means comfort for all stout women. 26 L 431—Hip-length Blouse. Made of soft, fast-color fabric in a Cashmere weave (Cotton with small percentage of Wool). COLORS: Copen blue (shown) or natural tan. SIZES: 37 to 49 bust. Our price... **\$1.00**
Postage 4¢ extra.

26 L 432—Slacks of closely-woven Men's Wear Corduroy. Fall-out; close at the side. COLORS: Navy (pictured) or chocolate brown. SIZES: 32 to 44 waist. Length is about 44 inches. Price... **\$2.98**
Postage 8¢ extra.

LANE BRYANT
39th St. at 5th Ave.
NEW YORK, N. Y.



VELVET
APPLIQUÉS

(A)
SUPERIOR
QUALITY
Weighted
ALL-SILK
CANTON
CREPE

\$7.95

(A) 3 P 388—For this Dress we have used superior, weighted All-Silk Canton Crepe. Appliqued on the sleeves and jabot-ends of scarf-collar with matching color, transparent Velvet.

Shirring at front-yoke and tucking at center-waist lend softness. Ornament at neck; pleats at front-skirt.

Wine as pictured, black or navy. SIZES: 37 to 59 bust. About 50 inches long; a wide hem. . . **\$7.95**
Postage 12¢.

Shown At Right

(B) 3 P 793—This becoming Dress is of superior, weighted All-Silk Canton Crepe, a quality that you would ordinarily associate with a much higher price.

Note the smart gathering at shoulders and at wrists, two over-panels running from flower-trimmed neck to the waist. Self-covered buttons. Sectional skirt is flared at front. Sizes and proportions for average, short or tall stout women.

COLORS: Navy (shown); black; deep wine. SIZES: 38 to 58 bust, including HALF-sizes. Lengths: 48 to 59 inches. . . **\$6.95**
Postage 12¢.

(B)
SUPERIOR
QUALITY
Weighted
ALL-SILK
CANTON
CREPE

\$6.95

ACETATE **(C)**
RAYON
PEBBLE CREPE

\$7.95

BROCADED
VELVET
TRIMMING



Above

(C) 3 P 794—Last year, a Dress made of the same quality materials sold for \$8.95! Of superior Acetate Pebble Crepe, a very soft-draping all-rayon fabric that looks, feels and WEARS like expensive silk.

The sleeves and the rounded front-yokes are of matching Brocaded Transparent Velvet, with the design worked right out of the firm rayon pile to show the chiffon ground. The front-waist is gathered at the yokes and tucked at waist-line.

Front-skirt is tucked in rows from hip-line to hem. In sizes and proportions for average, short or tall stout women.

COLORS: Dark green (shown), navy or black. SIZES: 38 to 58 bust including HALF-sizes. Lengths: 48 to 52 inches; wide hem. Our price. . . **\$7.95**
Postage 12¢ ext.



(D)
ALL-RAYON
FAILLE

\$5.95

Above

(D) 3 P 795—Here's a Dress that has an expensive air about it, although it is only \$5.95! Of beautiful All-Rayon Faille that looks, feels and wears like silk.

Narrow strips of pleated self-fabric go all-around the neck and trim front in smart scroll-effect. There's dainty white piping at the neck; a sparkling ornament.

Bracelet-length sleeves; shirred at shoulders. Sizes and proportions for average, short or tall stout women.

COLORS: Dark raisin as pictured, or dark green or black. SIZES: 38 to 58 bust meas, including Half-sizes. Lengths: 48 to 52 inches; a wide hem. . . **\$5.95**
Postage 12¢.

Shown At Left

(E) 3 P 375—You will love the soft, downy fabric! This Dress is of Knitted All-Rayon with a beautiful, velvety, suede-like finish.

Smocking at sides below yoke-front, and non-rust Talon slide fastener with gay tasseled pulls, are in contrasting color. There's a kick-pleat at front-skirt.

COLORS: Navy blue with wine (pictured); chocolate brown with green; dark rust with brown. SIZES: 37 to 59 bust. About 50 inches long; wide hem. . . **\$4.95**
Postage 12¢.

(E)
DOWNY
ALL-RAYON
SUEDE

\$4.95

WITH
TALON
SLIDE
FASTENER

Lane Bryant
39th Street at 5th Ave.
NEW YORK